

1 click-through rate

2 commissions

3 geo targeting

DONOVAN on_line
advertising

CONTRACT FOR SERVICES

AD PRODUCTS

We offer two general types of banners: traditional banners and **animated GIF** banners. Animated GIF banners are more expensive, but they elicit a higher **click-through rate** according to our **click tracking** studies.

___ Traditional Banner ___ Animated GIF Banner

PRICING

There are two billing options for Donovan campaigns:

CPM Billing Option

The CPM, or cost per 1,000 impressions, option requires you to pay the agreed-upon rate for every 1,000 people who view your advertisement. This is our most popular option.

CPC Billing Option

The CPC, or cost per click-through, option requires that you pay the agreed-upon rate for each person who clicks your advertisement.

___ CPM Billing ___ CPC Billing

ADDITIONAL COSTS:

Please note that premium locations **above the fold** as well as any **commissions** charged to us by the website that is hosting your advertisement will affect the rate.

GUARANTEES

Donovan Online Advertising guarantees the following for every advertising **campaign**:

- » the use of **geo targeting** to display advertisements to appropriate audiences
- » the use of **frequency capping** to prevent overexposure of your advertisements
- » that our products will never **hang** pages, preventing them from loading and tarnishing your reputation

4 hang

Google

Web Images Google News Finance Local 1000-1
Google Search | No Fracking Lobby |

5 above the fold

One Stop Shop for Online Deals
Get the best online deals in 2009. You've come to the right place to
our online selection of top quality merchandise.
www.online-deals.com from-us.com/deals=4563q45mets

Online Deals that **Hang** Over
Get the best online deals in 2009. You've come to the right place to
our online selection of top quality merchandise.
www.online-deals.com from-us.com/deals=4563q45mets

Get ready!

1 Before you read the passage, talk about these questions.

- 1 Why is online advertising popular?
- 2 How often do you click on online advertisements?

Reading

2 Read the online advertising company contract. Then, mark the following statements as True (T) or False (F).

- 1 ___ Donovan Online Advertising offers two types of banners.
- 2 ___ Most clients prefer the CPM billing option.
- 3 ___ Geo targeting prevents overexposure to advertisements.

Vocabulary

3 Write a word that is similar in meaning to the underlined part.

- 1 Geoff chose pricing determined by how many people are able to view the ad.
_ P _
- 2 This company offers many advertising opportunities.
_ _ p _ _ d _ _ _ _
- 3 It's important to use a process of ensuring that visitors don't see the same ad repeatedly.
_ _ _ _ _ e _ c _ _ a _ _ _ _ g
- 4 A process of ensuring that ads are shown in relevant areas avoids wasting money.
_ e _ t _ _ _ _ t _ _ _
- 5 Pricing determined by how many people click on the ad can be expensive.
_ P _
- 6 That banner got a low ratio of ads clicked on ads viewed.
_ _ _ c _ _ _ r _ _ g _ r _ _ _
- 7 The firm does a process of counting the number of clicks an ad receives weekly.
_ l _ _ k _ _ _ c k _ _ _
- 8 Multiple GIF files in advertisements that create animation always get a better response.
_ _ _ m _ _ _ d G _ _ s
- 9 Some ads prevent a website from loading all the way.
_ _ n _

4 Fill in the blanks with the correct words: *commission, above the fold, campaign*.

- 1 The website is asking for a high _____ to host ads.
- 2 Ads that are _____ are more expensive, but more visible.
- 3 The last _____ increased sales.

5 Listen and read the online advertising company contract again. Why would an advertiser consider using geo targeting?

Listening

6 Listen to a conversation between a caller and an online advertising company employee. Choose the correct answers.

- 1 What is the caller asking about?
A which banner is most popular
B why the commission is so high
C how rates and pricing are decided
D how to change an advertisement's location
- 2 What can be inferred about the caller?
A He has not selected a pricing option.
B He thinks Donovan's rates are too high.
C He will choose the CPM billing option.
D He wants to host advertisements on his website.

7 Listen again and complete the conversation.

Employee: Well, 1 _____, meaning you pay a certain rate for every 1,000 people who view the banner.

Caller: And that's the most 2 _____ - _____ option?

Employee: Yes, that's correct.

Caller: I see. So how do you determine 3 _____ is going to be?

Employee: There are actually two things that affect that. The 4 _____ the banner is one of them.

Caller: Okay. Could you explain that?

Employee: Sure. Banners that are above the fold are more expensive. That's just because people don't have to 5 _____.

Caller: I see. The contract also mentions something about 6 _____.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

*I have some questions about ...
So how do you determine ...?
Could you explain that?*

Student A: You are calling an online advertising company. Ask Student B about:

- billing options
- the most popular option
- how location affects the rate

Student B: You are an advertising company employee. Answer Student A's questions.

Writing

9 You are an online advertising company employee. Use the contract and the conversation from Task 8 to write about how advertising with your company works (120-150 words). Talk about:

- The banner options
- The billing options
- How the rate is determined
- What your company guarantees

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