

Media Dynamics, Inc.'s

INTERNET ADVERTISING 3.0

Completely Revised And Updated

With recession-plagued advertisers groping for more effective ways to spend their media dollars, the time has come for many to re-evaluate the Internet. It's been more than a decade since this unique medium burst upon the scene and established itself as a most selective targeting and direct response vehicle. Yet many advertisers, particularly those in the consumer or packaged goods categories, have lagged well behind in utilizing the Internet's powerful array of advertising and sales-motivating options. This provocative report explains why advertisers weaned on traditional media have hesitated to commit fully to the Internet, limiting their explorations to mere dabbling or testing for so long. It also suggests steps that the Internet, as well as advertisers and agencies, can take to rectify this situation.

Drawing upon data from many sources, including MRI, Experian and Dynamic Logic, as well as Media Dynamics, Inc.'s own projections, **Internet Advertising 3.0** provides an up-to-date analysis of the Internet's performance relative to traditional media in terms anyone can understand: ad spending, reach, CPMs and audience profiles, and relevant indicators of advertising impact. See reverse side for a detailed chapter-by-chapter outline.

This report challenges agencies and their clients to optimize their media dollars, while also urging Internet ad sellers to create platforms that allow advertisers to use their medium more effectively. **Internet Advertising 3.0** will test the way you think about the Internet as an advertising medium.

Internet Advertising 3.0 will be released in June in ebook format at the list price of \$425. Orders may be placed securely online at www.MediaDynamicsInc.com or by calling 973-542-8188.



see reverse side for editorial outline

363 CENTRE STREET, NUTLEY NJ 07110

PHONE: 973-542-8188 FAX: 973-542-8190 WWW.MEDIADYNAMICSINC.COM

Partial Editorial Outline

I. Branding Advertisers and the Internet: Why the Disconnect?

Explains why the Internet has not been embraced by so-called branding advertisers to the degree expected, and identifies some of the issues—including how branding advertisers really conduct business, their division of responsibility and aversion to risk—that need to be addressed.

II. Internet Ad Types and Spending Patterns

Covers the growth of Internet ad spending relative to other media and describes the various types and functions of ads used on the Internet, the division of ad spending by product/service class and the relative rarity of consumer packaged goods ads on the Net.

III. Internet Penetration/Use and Demographics

Shows Internet usage growth by key demographics. Describes its heavy user profile relative to other media and the average user's monthly activity in terms of time spent (including per-page-view), domains visited, etc.

IV. Internet Reach Attainment

Shows how the Internet's daily reach varies by day of week and demographics, and how it compares to other media on a daily/weekly/monthly basis and at constant GRP levels. Notes R&F distinctions between mass audience and more selective websites. Discusses estimating the R&F of a TV and Internet ad schedule in the absence of a pure single source study that provides such data.

V. CPMs/Intermedia Pricing and Standard Ad Units

Discusses how Internet display ad CPMs compare to those for TV, magazine and radio. Suggests the development of a single standard Internet ad unit that is comparable to other media, as a vital starting point for making realistic media mix decisions.

VI. Consumer Perceptions of Ads in the Media

Using MRI data, this chapter probes the attitudes consumers have developed about ads in the various media and notes interesting parallels between their view of the Internet as a medium and its place in the overall media scene.

VII. Engagement and Advertising Receptivity

Shows how the Internet compares to TV and magazines in terms of engagement metrics, as noted by Experian's 2008 research. Includes examples of specific TV shows, magazines and websites.

VIII. Internet Ad Impact Variables

Using data from Dynamic Logic's extensive database, this chapter shows how awareness and motivational metrics vary for Internet ads by type/size of ad, demographics, product class, types of websites used, and also reviews evidence on the effects of frequency of exposure.

IX. Rich Media Response Rates by Ad Size and Product Class

Using data from DoubleClick, this chapter discusses the importance click-throughs and other user actions have to our discussion of advertising impact.

X. How Attention Getting Are Internet Banner Ads Relative to Those In TV and Magazines?

A study by McPheters & Company, in conjunction with Conde Nast and CBS, explores this attentiveness question on a cross media basis.

XI. How the Internet Performs Relative to Other Media in ROI-style Research

Drawing upon several studies conducted by the "traditional" media, the Internet's performance as part of real world multi-media ad campaigns is examined, including how the individual media rank in generating ad awareness and motivational effects—especially intent-to-buy metrics.

XII. Summary