

Frequently Asked Questions

∴ What is a **URL**?

A URL (or Uniform Resource Locator) is the unique address of a Web page.

Example: `http://www2.canoe.com/index.html`

(not to be confused with a home page address such as `www.canoe.com`)

∴ What is a **browser**?

A browser is the software program you use to access the Web. Example: Internet Explorer, Firefox, Opera and Netscape.

∴ What is a **search engine**?

A search engine is a program that allows users to search the Web for information (using a browser) by inputting various keywords. Example: La Toile du Québec and Google.

∴ What is a **cookie**?

A cookie is a small data file that is stored on a user's computer by default. Among other things, it stores information sent by various Web sites that is recovered upon a subsequent visit.

Cookies are sometimes used to identify a user in order to display personalized content based on past viewing preferences.

∴ What is **cache memory**?

Cache memory is a special memory on a server or on a user's computer that stores Web page data in a buffer in order to speed up its display on a user's subsequent visit.

∴ What is a [click](#)?

A click refers to a user's mouse pointer selection that allows him or her to view various content on a Web site (including ads).

By extension, the [click-through rate](#) (CTR) is a percentage measure of the number of clicks that are generated for a particular ad (i.e. clicks divided by ad views).

∴ What is a [unique visitor](#)?

A unique visitor refers to a single user who has visited a Web page referenced by a GUID identifier.

∴ What is a [page view](#)?

A page view corresponds to the number of times a page has been viewed. Page views also measure Web site traffic.

∴ What is a [Web application](#)?

A Web application is a program that is built into a Web page that allows access to an external site. The page is usually dynamic, allowing the user to input data in order to access software tools and utilities that run on a server and interface through a Web browser. Web applications have their own URLs.

∴ What is a [rate card](#)?

A list of items, products or packages with associated costs.

∴ What is a [sponsorship](#)?

A sponsorship refers to exclusive advertising that is adapted to a client's needs.

∴ What is meant by [ad space inventory](#)?

Ad space inventory refers to the amount of ad space available to prospective clients.

∴ What is meant by rich-media content?

Rich-media content refers to ad spaces that support the latest in interactive and multimedia technology. This technology also allows advertisers to elicit a response from users.

Examples: AJAX, DHTML, Flash, Shockwave, Java, RealVideo...

∴ What is frequency?

Frequency refers to the number of times a given ad is displayed for a single user.

By extension, the **frequency cap** places a restriction on the number of times a specific visitor is shown a specific ad.

∴ What is streaming video?

Streaming video allows a user to view a sequence of digital images that are progressively decompressed over the Internet in real-time, without any delays. The user must have a program installed to view this type of video.

∴ What is a zone?

A zone corresponds to an independent section on a Web page (with a distinct URL).

∴ What is an impression?

An ad impression is generated when a given ad is sent to a Web page by an ad server.

∴ What is an interstitial ad?

Interstitial ads are ads that load between two content pages. They are usually non full-screen ads that appear for a brief period of time and then disappear.

∴ What is database or email marketing?

Database or email marketing is a technique that uses identifiable Web user preferences to stimulate demand for specific categories of products and services. Usually, the user will have chosen to receive advertising notices by email.

∴ What does CPM stand for?

Cost Per Mille: Advertising priced per thousand page views.

∴ What type of ads are available?

Type of ad	File format	Size (in pixels)
Autonet special	Gif/Jpeg/Flash 6/dhtml	250 X 181
Banner ads	Gif/Jpeg/Flash 6/dhtml	468 X 60
Scrolling banner ads	Gif/Jpeg/Flash 6/dhtml	468 X 180
Behavioural ads	Gif/Jpeg/Flash 6/dhtml	All
Big box ads	Gif/Jpeg/Flash 6/dhtml	300 X 250 or 250 X 250
Scrolling box ads	Gif/Jpeg/Flash 6/dhtml	600 X 250 or 500 X 250
Video	Gif/Jpeg/Avi (uncompressed)	300x250 or 250x250
Button ads	Gif/Jpeg	120 X 60
Bulletin	Html or text	300X250 or 468 X 60
DHTML	Dhtml	500 X 500
Skyscraper	Gif/Jpeg/Flash 6/dhtml	160x600 or 120x600
Scrolling skyscraper	Gif/Jpeg/Flash 6/dhtml	240 X 600 or 320 X 600
Interstitial	Gif/Jpeg	640 X 480
Pop-under/Pop-up	Gif/Jpeg/Flash 6/dhtml	250 X 250 or 300 X 250
Super banner	Gif/Jpeg/Flash 6/dhtml	728 X 90
Scrolling super banner	Gif/Jpeg/Flash 6/dhtml	728 X 360

Insert examples

∴ What does [HTML](#) stand for?

HyperText Markup Language: A markup language used to structure text and multimedia Web documents.

∴ What does [JPEG](#) stand for?

Joint Photographic Experts Group: JPEG is a file standard used to store compressed, coloured images (photos and graphics).

∴ What does [GIF](#) stand for?

Graphic Interchange Format: GIF is another popular image file format (often used for logos).

By extension, an **animated GIF** is a file containing several GIF images, displayed sequentially, usually in an endless loop.

∴ What are the [Essentials](#)?

The Essentials refers to a specific group of hyperlinked text ads that are displayed for a minimum one-week period on the following Web sites:

Autonet
Canoe
Thematic sections
Filles Cool
Micasa
La Toile
Webfin
TVA

Each hyperlink must have a maximum of 25 characters (including spaces).