**Advantages and disadvantages associated with advertising online**

There are many advantages and disadvantages associated with advertising online. The first aspect of advantages is the World Wide Web opens up new communication possibilities for personalized messages to be delivered to targeted individuals (Davis 2000, 113) . By positioning an [advertisement] on a website which relates to the target markets specific interests, interest and further speculation should occur. Advertising online enables target marketing, message tailoring, information access, sales potential, creativity, exposure and speed. Secondly, online advertising has the capability to reach a global audience at a fast rate. This enables extensive exposure and is an important characteristic of online advertising, and a major component of why online advertising is so successful.

Thirdly, marketers undertaking new possibilities to perform traditional marketing strategies in electronic environments push higher chances to create synergy. Janal (1995, 47) mentioned that the Internet offers the best multimedia tools for presenting information, through the World Wide Web, a hypermedia environment. It is as further explained that it is a place where marketers can present their information with pictures, animation, sound and text. Indeed the power of Internet has impact on the multitude of advertising formats. This can be seen from the numerous web tools such as banners, rich media, intertials, and interactive broadband commercials as seen on the websites nowadays. These are the multiple forms of online advertising tools used by advertisers over the time aiming towards developing exciting, interactive, eye catching advertisements that can draw consumers’ attention, at the same time increasing their brand or sales online. Strauss and Frost (1999, 202) states that the Net’s big strength is direct response advertising where direct response leverages the Internet’s unique opportunity for two way communication with consumers. Placing advertising in this environment will grants advertises unique opportunity for in the element of interactivity. The interactive capabilities of ‘cyber ads’ offer key advantages for vendors to establish and maintain dialogues with customers (Janal 1995, 269).

The opportunities for creativity in online advertising are limitless. IAB (2005) on the other hand had drafted out a very comprehensive set of 28 good reasons to use interactive advertising that places the overview of interactive advertising advantages. In the list, it provides 28 points on a marketer’s potential uses of the internet and corresponds with 28 ways of measure performance.

**Disadvantages**

Even though there are many advantages for companies who advertise online, there are also some disadvantages involved. Disadvantages of advertising online include: measurement problems, audience characteristics, websnarl, clutter, potential for deception, costs, limited production quality, poor reach and lack of Intrusiveness.

**Definition**

Online advertising is advertising carried out in the online environment. For example, via Web Sites, email, ads supported software, etc. Though the vehicles have changed, (for example web space and advergaming as opposed to magazine and outdoor advertising) many of the basic principles remain the same as traditional advertising - organizations utilizing paid space to promote their businesses.

**Online Advertising**

Online advertising is an important element of a business online marketing operations. Online advertising is considered as non-personal information usually persuasive in nature about a product or service by an identified sponsor, hence all paid space on the web or in an e- mail (Strauss, El-Ansary and Frost, 2003, p 367). Businesses clearly recognize that by advertising online they reach their target market in a fast and an efficient way where they can interact with consumers; this is clearly indicated by the fact that advertising spending is up to 12.6% [1] during the first part of 2005. In Australia alone, online advertising expenditure rose by 64% in 2004 hitting a record high of $388 million (The audit Bureau of Circulations). Online advertising can be divided into two categories: legitimate and illegitimate. Legitimate advertising can be found in the form of advertising networks and opt-ine-mail advertising. Illegitimate advertising is predominantly evident in spamming. Online advertising creates innovative, comparatively low cost and highly targeted opportunities for the online advertisers/marketers. **Types/Examples of Online Advertising**

**Spyware/Adware**

Types of online advertising and the vehicles, which it is displayed within, grow daily as technology expands to create more opportunities. Some of them are intrusive and are usually labeled as spy ware or aware. For example, Pop-up advertisements are designed to drive traffic to the sponsor’s website. They usually occur when a new browser is opened. Initially, pop-ups were extremely effective due to the surprise and novelty factor. However, constant and annoying pop-ups have left viewers jaded and

they appear behind the newly opened browser and so are only visible after the viewer closes the page.

**Web Banner**

Web banners or banner ads are advertisements that are embedded into web pages similar to the way advertisers pay for space within a magazine. Web banners are designed to drive traffic to a website and account for 54% of total online advertising revenue [2].Web banners and pop-ups can be the useful tools for online advertisers; however new web browsers provide the web surfer with options to prevent pop-ups and turn off images from selected (or all) websites. Beside that, similar to the protection of computer against the virus here come the anti-spyware or anti-adware softwares, such as Spyware Blaster and Lavasoft Ad- Aware.

**Web Portal/Portal Site**

Web portal or portal site is another way of online advertising. Through web portal there are more chances to exploit the entire user by putting up web banners. Thus, the advertisers can target the user at one place by choosing the relevant category provided in web portal. For example, Yahoo! have provided users with search engines, email, chat rooms, instant messaging tools, etc., which are all free for registration, with web banners or interactive broadband commercial included. Using this strategy can attract more users to visit their website and use their product, at the same time increase the number of advertisers to advertise.

**Weblog/Blog**

A more recent addition to the online advertising repertoire is weblogs or blogs. The full economic impact blogs will have on businesses at the current time are immeasurable; it is obvious however that they hold significant impact as they have had the power to generate awareness, burnish brands, direct online traffic and alter the existing organic flow of traffic. But this has once given a chance to the spammers by adding link to their commercial website in others' blogs, which is called blog spam or link spam.

**Interactive Broadband Commercial**

Another type of online advertising that is rising in prominence is Interactive Broadband Commercials: TV-like "video ad" units placed in the virtual marketplace, a highly targeted way to reach consumers. Advertising tools and techniques; increasingly the list is restricted only by a marketer’s imagination.

**Capabilities of Online Advertising Customization Features**

“Customization is a website’s ability to present individualized content for each user (McGraw-hill, 2004, p186). There are two different ways for a website to customize their site for users: personalization and tailoring. Personalization allows the user to customize the personal preferences on the site. To be able to give the specified preferences to the user each time they log on to the page, the website uses Log-in registration and/or cookies ( McGraw -hill, 2004, p186) .Tailoring is used by the site to publish a unique version of the site to address the users specific interests, habits and needs (McGraw-hill, 2004, p187).

**Banner Advertisement -** A graphical image, usually in the shape of a rectangle, used as an advertisementon a Web site.

**Pop Up -** A type of advertisement that is automatically displayed in a second smaller browser windowupon loading or unloading a normal web page. Pop ups advertisements tend to cost advertisers more since their visibility is higher but are often considered annoying by web site visitors since they are considered obtrusive.

Advertising is rapidly becoming the backbone of marketing. Different firms opt to different mediums of advertising in accordance with the nature of a product. Today, Internet Advertising has become one of the most up -to-date and fastest medium of making products popular. In 1990’s, Internet Advertising became popular and the companies started building their websites. A website, ‘www.geocities.com’ gave birth to a new form of advertising, offering a layman a chance to post his/her own homepage. Geocities placed a banner at the top and/or bottom of every page that was displayed off of their server. This way, Geocities got free advertising each time somebody was served a page from one of their member's sites (as all sites were hosted on Geocities hardware). This developed into the banner ad, now a common form of Internet advertising found throughout the WWW. Electronic mail is another major form of Internet Advertising. A few companies began to amass collections of personal e-mail addresses with the intention of selling those lists to companies wishing to mass market those addresses. This form of advertising, also known as "spam mailing", is now predominantly used by adult sites and other small companies with little ability to use the other two forms of Internet advertising stated above.

**Advantages as an Advertising Medium**

**Interactivity**

The Internet has the facility for individuals and organizations to communicate directly with one another regardless of distance or time. Interactivity is one of the most prominent features of Internet advertising. Some people mention that the Internet advertising enables marketers to communicate actively with their target customers, and to solve problems immediately.

**International Audience**

The Internet is, by definition, the international medium. Wherever Internet users are, even on a small island in the Pacific Ocean, they can be online once they hook up with the Internet. This is one attractive characteristic of the Internet as an advertising medium: the Internet can reach a worldwide audience without asking advertisers to pay more.

**Upscale Audience**

The Internet reaches an audience long seen as attractive to advertisers. In terms of demographic characteristics, they are higher-income, educated, upscale, young and managerial people (Hyland, 1998).

**Tracking**

Advertisers can track how users interact with their brands and products, and get to know what is interesting to their current and prospective customers. For example, a car manufacturer can track how a user progresses through its site to determine whether more users are interested in the safety information or the "extras" that come with a particular model.

**Low Cost**

For now, Internet advertising can be done relatively inexpensively. However, actual cost per thousand can be high, compared with traditional media, so that an advertiser can get into Internet advertising for fewer total dollars, yet actually spend more to reach each consumer.

**Convenience**

From the consumer’s perspective, Internet advertising has the advantage of convenience. Consumers can browse, order, and receive products without leaving home.

**Blog -- (web LOG)**

A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in chronological order with the most recent additions featured most prominently.

**Portal**

Usually used as a marketing term to describe a Web site that is or is intended to be the first place people see when using the Web. Typically a "Portal site" has a catalog of web sites, a search engine, or both. A Portal site may also offer email and other service to entice people to use that site as their main "point of entry" (hence "portal") to the Web. Home page. Originally, the web page that your browser is set to use when it starts up. The more common meaning refers to the main web page for a business, organization, person or simply the main page out of a collection of web pages

* Blog is short for weblog. A weblog is a journal (or newsletter) that is frequently updated and intended for general public consumption. Blogs generally represent the personality of the author or the Web site. May or may not be interactive.
* Blogging (action), Blogger (person)
* Wiki - website that allows the visitors themselves to easily add, remove, and otherwise edit and change available content, and typically without the need for registration. This ease of interaction and operation makes a wiki an effective tool for mass collaborative authoring.

**Internet as a tool for journalist**

**Help for journalists**

There are specialist sites for different types of reporting, like business or environment, or for specific skills like copy editing/sub-editing. For information on wider journalism and media issues, try the International Federation of Journalists, including authors' rights, gender issues, and trade union matters, the International Freedom of Expression Exchange, and Reporters Without Borders.

**Reference tools**

**Wikipedia, the volunteer encyclopedia**

Compilations of reference facilities abound on the web.Infoplease have a useful selection, including almanacs for current information. One of the innovations of the web is the great co-operative encyclopedia, Wikipedia, which now attracts 50m+ hits a day. Written by volunteers, it spans over 700,000 articles in English, with smaller quantities in dozens of other languages. Individuals can edit the contributions, but their changes are monitored by teams of other volunteers, so there are controls over what appears. A real plus is that entries can be updated in a matter of hours when something significant changes. Traditional encyclopedias have migrated online and can be useful for general knowledge queries, especially in fields where current events are not likely to outdate entries. Free offerings tend to be smaller, or older, versions: Encyclopedia Britannica offers only limited results unless you buy a subscription. Other possibilities include the Columbia Electronic Encyclopedia, with over 50,000 entries, and Microsoft's Encarta, through the free pass offered in MSN Search (their paid service covers some 60,000 articles). Yearbooks or almanacs may lack changes that have occurred since publication; it's another area where the net can keep ahead. The online version of the CIA World Fact book is updated through the year. It offers a welter of facts and figures on the countries of the world, and is also downloadable. **Experts:**

ProfNet provides links to thousands of news and information officers in the Americas, Europe and Africa, and offers a searchable database of 16,000+ experts (mostly in the US, UK and Canada, it appears). They operate for email queries on weekdays from 9am to 11pm, Greenwich Mean Time. Journalism Net has a good round-up of sources for experts from various countries and different disciplines. **Figures Statistics:**

The UN is a central starting point. Go to the Statistics division – as well as social indicators for the member countries, there are links to figures for trade, environment and much else. Go to the different world bodies, like the World Bank or the Food and Agriculture Organization, for detail on specialist areas. Via the home pages of the UN missions for each state, there are links to government information for each country.

The UN's Info Nation is a really straightforward site for creating charts of comparative data from groups of countries. You can produce bar charts on anything from crime to tourism. As a way of providing an instant customized illustration, for articles on subjects ranging from TV ownership to refugees, it's worth trying. CALCULATIONS: For everyday computations, use a search engine like Google. MONEY: Plenty of search engines and portals will convert foreign currencies, but watch when little-traded currencies were last updated.

**Words Dictionaries:**

There seem to be shelves of dictionary sites. But given that Google provides word definitions, why bother going elsewhere? AskOxford.com, based on the Compact Oxford English Dictionary, was probably the best

**Style Guides:**

There are no absolutes when it comes to writing styles: it is up to an organization to decide what is best for its readers or listeners, in terms of grammar, spelling, names, titles etc. But if no-one is laying down the rules for you, consult a manual from an established media concern. AP style is commonly used, not only in the USA, but the AP Stylebook must be paid for – likewise the Reuters guide. There are several UK guides offered freely over the web (downloadable in some cases):

●The BBC

●The Times

●The Economist

●The Guardian

**Quotations:**

The net should be a good place to find quotations – they can be easily indexed, and it is possible to put a phrase or sentence into a search such as Google to find out who said it. There are plenty of sites for quotations, but they are none too comprehensive, and are weak on recent quotes.

**Translators:**

Machine translation is one of the boons of the net. While it used to be good enough to give only the gist of the original text, it is increasingly reliable. Nevertheless, human intervention is still required to ensure accuracy and make perfect sense. Typically, this translated passage can just about be understood, but requires editing to be used in a news report Both Google and Yahoo! offer a 'translate this page' link alongside search results in foreign languages. Google has improved its facility by a huge throughput of translated documents from the UN and elsewhere – educating its own system. It has a 'language tools' button on its search page, offering to translate, between varieties of languages, either a text (which you paste in) or a web page (write the URL). It provides 18 pairs of languages – a 'pair' would be English into Chinese, or German to French.

**Places Time:**

Knowing the time in other countries can be important if you are trying to contact people, or check when events happen. Time Zone Converter starts automatically with the time where you are, and you select the place where you need the current time. An alternative approach from World Time Server lets you set a time in one place, and then check the time somewhere else.

**Maps:**

To find a local map, writing the place name and 'map' into a search engine may produce better results than using the leading map sites, which lack detailed coverage for many countries. Google Earth, with downloadable software, offers the ability to swoop down from space, looking at ever more detailed satellite images, and then searching for streets or post codes on the results.