

## Online Advertising 101

**Above-the-fold** – The part of a web page that's visible without scrolling. It's generally a more desirable placement because of its high visibility.

**Ad banner** - A graphic image or other media object used as an advertisement.

**Ad click rate** - Ratio of ad clicks to ad impressions.

**Ad space** – The specific location on a webpage where an ad can be placed. Each ad space on a website is uniquely identified; however, multiple ad spaces can exist on a single page.

**Click-through** - The process of clicking through an online advertisement to the advertiser's destination (typically the advertiser's website).

**Click-through rate (CTR)** - The average number of click-throughs per hundred ad impressions expressed as a percentage.

**CPM** - Cost per thousand impressions. Advertisers pay this amount for every thousand times a person views their online ad or text link.

**CPM pricing model** - Pricing model based on the cost of delivering ad impressions.

**Creative(s)** – The digital ad unit (e.g., 728x90 leaderboard or 300x250 billboard).

**Impression** - A single instance of an online advertisement being displayed.

**Inventory** - The number of ads available for sale on a website.

**Online inventory** – The number of available impressions a website expects during a specified timeframe.

**Page view** - Request to load a single HTML page.

**Run-of-site (ROS)** – An ad buying option in which creatives are rotated throughout the website.

For a complete glossary of online advertising terms, please visit the Internet Advertising Bureau's (IAB) [Glossary of Interactive Advertising Terms](#).

## Frequently Asked Questions

Q: Why doesn't *Mother Jones* provide an online advertising rate card or post rate card CPMs in its online media kit?

A: *Mother Jones* prefers to negotiate CPMs on a case-by-case basis. Rates are typically variable since our online inventory fluctuates. In addition, we support nonprofit organizations that often have limited budgets. We're committed to offering them high-impact placements at affordable prices.

Q: What if I can't afford billboard or leaderboard advertising based on the quoted CPM but want to reach the *MotherJones.com* audience?

A: We offer text link advertising at a fraction of the cost of billboard or leaderboard banners. Please contact us for details.

Q: How many impressions per day should my ad receive in order to have good visibility on *MotherJones.com*?

A: *MotherJones.com* gets over 5.5 million page views per month, or approximately 177,000 page views per day. *MotherJones.com* users visit an average of 3.5 pages per visit. In order to guarantee your ad will be seen at least once by all our users, we recommend buying 10,000 - 12,000 impressions per day. The duration of the campaign would depend on your budget and desired visibility.

Q: How long will it take to fulfill 100,000 impressions on your site?

A: The duration of any campaign is based on the client's requested flight dates and our own available inventory. For a 100,000 impression buy, we recommend a 5 to 10 day flight to ensure your campaign serves out on time.

Q: Can I advertise in just one section of *MotherJones.com*?

A: Given the high news content of our site, *MotherJones.com* is updated daily. To take advantage of varying traffic levels and editorial features, we recommend that you choose a Run-of-site buy. However, if you prefer to target your advertising to one of our channels, we are happy to discuss the most effective opportunities for you. Please contact us for details.

Q: What kinds of channels are available on *MotherJones.com*?

A: For the best sense of how our site is structured – as well as to review ad placements in context – we recommend visiting *MotherJones.com*. If you still have questions about channel targeting, please contact us for details.

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