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DESPITE FULL BANNER POPULARITY, OTHER AD FORMATS ACCOUNT FOR MAJORITY OF ONLINE IMPRESSIONS AND GARNER GREATER EXPOSURE, REPORTS ADRELEVANCE UNIT OF JUPITER MEDIA METRIX

New study finds online ad formats other than full banners account for 63 percent of all impressions

NEW YORK, November 6, 2000 – Although 80 percent of advertisers use the full banner in online campaigns, other ad formats account for a majority of impressions and garner far greater exposure on the web, according to a report released today by AdRelevance, a Jupiter Media Metrix company (NASDAQ: JMXI) and innovator in next-generation Internet advertising measurement technology. Buttons (short, micro, medium and tall) and different sized banners (half, short and vertical) collectively make up 63 percent of all online ad impressions, while standard banners account for only 37 percent.

Key findings from the latest AdRelevance Special Report, which tracks and analyzes all sizes of banner and button ads on the web in September 2000, include:

- Though the full banner accounts for the largest number of ads per company (18.3 on average), it garners far less *exposure* than other ad types, when measuring impressions per ad. With the exception of the vertical banner, advertisers are running all ad formats longer than the full banner (see Table C below).
- Most advertisers rely on buttons – short (25 percent), micro (16 percent), and medium (14 percent) – ahead of other banner sizes – half (14 percent), vertical (6 percent), and short (3 percent).
- Despite the range of available options, GIF animation is the most prevalent ad technology. On average, GIF animation is used in approximately 19 of every 25 ads per company and amounts to 58 percent of total impressions.
- On the other hand, the average advertiser creates only 5 JPEG image ads that account for 40 percent of ad impressions.

“While the ubiquitous full banner continues to dominate when we look at the percentage of advertisers using it and sites supporting it, it’s interesting to note that advertisers are increasingly relying on other ad sizes and formats in their online campaigns,” said Charlie Buchwalter, vice president of media research for AdRelevance.

“The latest AdRelevance data shows that smaller ad elements, such as micro buttons, short buttons and short

banners, are garnering more exposure than the standard banner. While advertisers are creating more full banners than other types, the other ads account for the majority of impressions.”

Table A: Prevalence of Advertising Dimensions

Source: AdRelevance, a Jupiter Media Metrix company

Dimension	Sites Offering Dimension (%)	Advertisers Using Dimension (%)
Full Banner	97	80
Micro Button	76	16
Short Button	68	25
Medium Button	52	14
Half Banner	42	14
Tall Button	36	13
Short Banner	29	3
Vertical Banner	16	6

Table B: Share of Impressions by Ad Type

Source: AdRelevance, a Jupiter Media Metrix company

Ad Type	Share of Impressions (%)
Full Banner	37
Short Button	19
Micro Button	18
Half Banner	16
Medium Button	4
Tall Button	4
Short Banner	1
Vertical Banner	1

Table C: Impressions Delivered by Advertising Format

Source: AdRelevance, a Jupiter Media Metrix company

Ad Type	Ratio of Impressions Per Size
Half Banner	537,472
Micro Button	498,762
Short Button	295,500
Short Banner	194,609
Medium Button	132,915
Tall Button	124,781
Full Banner	59,564
Vertical Banner	57,267

Usage of Ad Sizes and Technologies by Industry

Ad sizes other than the standard banner also account for a majority of impressions among several individual industries: consumer goods, financial services, software, telecommunications, travel, web media and retail advertisers.

The AdRelevance Report shows that not all industries have the same technological needs, especially when it comes to animation. The automotive industry, for example, uses image ads (50 percent of industry impressions)

to show a visual of a vehicle, while the business-to-business industry relies on form ads (60 percent of industry impressions) more than other industries.

“It appears that while sites are making efforts to accommodate newer ad technologies, advertisers remain grounded in the old standards – simple animations and images,” Buchwalter said. “Although rich media is out there and growing, it has yet to surpass the popularity of animated GIFs and JPEG images. As broadband and other high-speed connection solutions become more readily available and online ad technologies mature, however, expect rich media to be a cornerstone of all ads.”

A complete version of this AdRelevance Special Report, titled “Building Roads Less Traveled: Understanding the Usage of Ad Sizes and Technologies,” can be viewed at <http://intelligence.adrelevance.com> and includes compelling ad metric charts and graphs as well as additional analytic insights on the findings. For more information on AdRelevance 2.0 – the brand new second-generation online ad measurement service from AdRelevance – and a free demo or trial, please visit <http://www.adrelevance.com> or call 1-888-649-6540.

Definitions

Impressions: The number of times an ad is rendered for viewing. One impression is equivalent to one opportunity to see an ad.

Animation Ad: Ad created using the Graphics Interchange Format (GIF) that allows advertisers to create simple animated images.

Image Ad: A static ad that does not use interactivity or animation.

Form Ad: Ad that allows advertisers to include the elements available in HTML forms including text boxes and drop-down menus.

Editors Note: Unless otherwise noted, please source all data as the following: AdRelevance, a Jupiter Media Metrix company

About AdRelevance, a Jupiter Media Metrix company

AdRelevance, a Jupiter Media Metrix company, is an innovator in Internet advertising measurement and ad tracking technology. The company’s advanced intelligent agent technology systematically and continuously scours the commercial Web universe, collecting online advertisements from more than half a million URLs. With data on hundreds of thousands of unique ads, representing more than 15,000 advertisers, the innovative AdRelevance service provides advertisers, agencies, media companies, marketers and financial analysts with critical information that tells them where, when and how competitors and potential clients are advertising on the Internet. Visit us at www.adrelevance.com for more information.

About Jupiter Media Metrix

Jupiter Media Metrix, formed by the merger of Jupiter Communications and Media Metrix, is a global leader in market intelligence for the new economy. The Company delivers innovative and comprehensive Internet measurement, analysis, intelligence and events to provide businesses with unmatched global resources for understanding and profiting from the Internet. Jupiter Media Metrix brings together world-class, innovative and market-leading products, services, research methodologies and people. Jupiter Media Metrix brands include Media Metrix, AdRelevance, Jupiter Research and Jupiter Events. The Company is headquartered in New York City and operates worldwide, across the Americas, Asia Pacific, Europe (as Jupiter MMXI Europe), and the Middle East. Visit us at www.jmm.com for more information.

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