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FOR MORE INFORMATION:
Dan Branley 206.783.4241
dbranley@adrelevance.com

Adam Sugerman 206.328.8835
asugerman@adrelevance.com

AdRelevance Report Reveals Wide Variety in Internet Ad Sizes and Prices

*Media Metrix Subsidiary Reveals That Targeted Reference And Technology Sites Are Most Expensive
While Mass Market Search Engines Rank At Lower End of Price Range*

SEATTLE -- As the number of ad-supported websites proliferate on the Internet, advertisers are seeing a wide variation in ad formats and rate card prices across all site genres. That's the latest finding from Media Metrix subsidiary AdRelevance Inc., an innovator in Internet advertising measurement and intelligent ad tracking technology. The company today released a report, titled "A Survey of Online Ad Dimensions and Rate Card Prices," which examines the prevalence, distribution and cost of online ad formats. A complete version can be viewed at <http://www.adrelevance.com>.

The results of the survey, according to AdRelevance Vice President of Media Research Charles Buchwalter, demonstrate that a wide variety of alternative ad dimensions are emerging as mainstream standards alongside full banner ads.

"Fewer than 20 percent of sites rely exclusively on the traditional 468x60 pixel banner ad," said Buchwalter. "Of the eight standard IAB (Internet Advertising Bureau) ad types, micro buttons, short buttons and medium buttons are seeing a significant increase in popularity."

As part of the survey, AdRelevance polled 115 of the Web's most highly trafficked, popular and influential sites spanning 21 different content genres from verticals like health and fitness to broadly themed portals and search engines. Information collected from the participants was then augmented with data from the AdRelevance Service that details where each ad dimension appears on the Web (see Table A).

Table A

Percentage of Sites Offering Each Ad Dimension

<u>Advertisement</u>	<u>Dimension (pixels)</u>	<u>Percentage of Sites</u>
Full Banner	468 x 60	95%
Half Banner	234 x 72	36%
Short Banner	392 x 72	15%
Vertical Banner	120 x 240	7%
Tall Button	125 x 125	3%
Medium Button	120 x 90	36%
Short Button	120 x 60	56%
Micro Button	88 x 31	48%
Other	n/a	27%

The survey also found that while rate card prices for full banner ads could vary by as much as nearly two thousand percent, the difference was generally consistent with site genre. Thus community sites, at the lower end of the range, had a minimum cost of \$5 per thousand impressions whereas some technology verticals charged over \$90 per thousand for access to more targeted audiences (see Table B).

Table B

Rate Variation by Genre for Full Banner Ad

<u>Rank</u>	<u>Genre</u>	<u>Average CPM</u>	<u>Min CPM</u>	<u>Max CPM</u>
1	Reference & Education	\$60.00	\$60.00	\$60.00
2	Computing & Technology	\$55.00	\$22.00	\$92.50
3	Shopping & Auction	\$50.00	\$30.00	\$65.00
4	Business & Finance	\$41.75	\$20.00	\$55.00
5	Home & Garden	\$40.00	\$30.00	\$50.00
6	Automotive	\$39.15	\$12.33	\$55.00
7	General News	\$37.23	\$25.50	\$48.00
8	Society, Politics & Science	\$33.75	\$25.00	\$45.00
9	Sports & Recreation	\$33.29	\$10.00	\$70.00
10	Comics & Humor	\$31.44	\$27.88	\$35.00
11	Health & Fitness	\$30.00	\$10.00	\$50.00
12	Portal	\$29.93	\$20.00	\$50.00
13	Movies & Television	\$28.84	\$15.00	\$40.00
14	Travel, Regional & Local	\$28.50	\$20.00	\$37.00
15	Personal Expression	\$27.50	\$20.00	\$35.00
16	Music & Streaming Media	\$26.68	\$13.42	\$40.00
17	Search Engine	\$25.00	\$12.50	\$45.00
18	Games	\$23.35	\$15.58	\$35.00
19	Kids & Family	\$23.19	\$20.00	\$26.11
20	Yellow & White Pages	\$20.00	\$20.00	\$20.00
21	Community	\$19.70	\$5.00	\$30.00

“As variable as ad prices may sometimes seem to advertisers, standards are definitely beginning to emerge among similar sites” said Buchwalter. “While ad prices will continue to vary between site genres, we believe that increased competition will narrow price spreads within each genre itself.”

AdRelevance Intelligence Reports

AdRelevance Intelligence Reports are released monthly and are designed to provide customers, news media, and industry watchers with a timely perspective on the rapidly changing landscape of online advertising. The reports are compiled by the company’s Media Research Group, who analyze data collected from AdRelevance’s proprietary ad tracking service. Each member of the team brings industry-specific expertise to their analyses as well as an understanding of marketing strategies and Internet technology. AdRelevance Intelligence Reports can be found on the AdRelevance site at <http://www.adrelevance.com/intelligence/intel.jsp>

Using AdRelevance

The AdRelevance Service tracks where, when, how and how much Web marketers and their competitors are advertising online. AdRelevance provides Web advertisers and marketers with the ability to plan proactive online campaigns and make smarter media buying decisions. The company tracks competitive online advertising data for nine industries including automotive, consumer goods, financial services, hardware and electronics, retail, software, telecommunications, travel and Web media.

The service enables clients to quickly and easily run reports that illustrate competitive advertising activity by a range of criteria including advertiser, product, industry, Web site location, creative, time period and technology. Reports can also be analyzed by impression numbers, unique ads and rate card-equivalent spending. For a tour of the AdRelevance Service, visit the company’s Web site at http://www.adrelevance.com/services/services_tour.jsp

The AdRelevance Technology

The AdRelevance Service is powered by the company’s proprietary Online Media Network Intelligent Agent (OMNIAC™) technology. This technology systematically searches commercial sites on the Web and captures detailed data about advertising 24 hours a day, seven days a week. By evaluating over 3,000 Web sites and sub-sites daily and 40 million page views per month, the AdRelevance Service provides in-depth advertising and tracking information unavailable anywhere else. The OMNIAC technology was developed by the company’s core development team, including engineers best known for developing the MetaCrawler search technology currently licensed to Go2Net and Jango.

About AdRelevance

Founded in 1998, AdRelevance, Inc., based in Seattle, was acquired in October 1999 by Media Metrix, Inc. (NASDAQ:MMXI), the pioneer and leader in Internet and Digital Media measurement, in a stock-for-stock transaction valued at \$65.7 million. Using the AdRelevance Service, advertisers gain access to up-to-date intelligence about their competitors' online advertising programs, enabling them to quickly and easily compare and report information by a wide range of criteria including advertiser, product, industry, location, technology and creative content. More information on the company and a free trial of the service is available at www.adrelevance.com or by calling 1-888-649-6540.

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