

# Glossary

- 1. Meta Ads :**Used in search engines (such as Yahoo, Google,etc.), a met ad is an advertisement displayed on the results page of a search, specific to the searched item.
- 2. Interstitials :**This is a dynamic form of Net advertising. It is acatch all term for a variety of animated ads that pop up on the screen while the computer downloads a website that the user has clicked on.
- 3. Buttons :**These are similar to banners. They are small versionof the banner those often look like an icon usually provides a link to an advertiser"s home page.
- 4. Banners:**A banner is a little billboard that spreads across the top or bottom of the Web page.
- 5. Frequency modulation (FM)** is aform of modulation which conveys information over a carrier wave by varying its frequency (contrast this with amplitud modulation, in which the amplitude of the carrier is varied while its frequency remains constant).