



## Online Advertising

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### Abstract

Media consumption habits are fast changing in recent times with the growth of internet and web technologies. There is also an increasing tendency among people to avoid advertisements in traditional media. *The theme of the paper is online advertising, which literally uses the Internet to deliver promotional marketing messages to consumers. It Concentrate on facets of Online Advertising and the way it reaches the target customers. The paper also covers the aspects like paying methods, pros and cons of Internet Advertising.*

**Key words:** *online advertising*, Media consumption

### Introduction:

A growing trend of avoiding advertisements on traditional media, coupled with proliferation of technologies in the form of the internet, has led to many new developments in the field of advertising. Online advertising is one such form that is slowly displacing the traditional media of advertising.

Online advertising, also called Internet advertising, uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising.

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About 1,093,529,692 people in the world have access to the internet. A number of people are spending their time increasingly on the internet during work

hours as well as leisure. On the average, the time spent on the internet comes to about one-fourth of their weekly media time, which is second to the time spent on television media.

Online advertising is a large business and is growing rapidly. In 2011, Internet advertising revenues in the United States surpassed those of cable television and nearly exceeded those of broadcast television. In 2013, Internet advertising revenues in the United States totaled \$42.8 billion, a 17% increase over the \$36.57 billion in revenues in 2012. U.S. internet ad revenue hit a historic high of \$20.1 billion for the first half of 2013, up 18% over the same period in 2012. Online advertising is widely used across virtually all industry sectors

### Origin:

In early days of the Internet, online advertising wasn't allowed. For example, two of the predecessor networks to the Internet, ARPANET and NSFNet, had "acceptable use policies" that banned network "use for commercial activities by for-profit institutions".The NSF Net