

Advertising Exposure Distributions On Electronic Newspapers

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Research Goals

- **Measure complete exposure distributions for pages of an electronic publication that contain banner advertisements**
 - **Cumulative and non-cumulative**
 - **With and without click-through feature**
- **Highlight implications for management and research**

Sun.ONE

- ***Gainesville Sun (Online News and Entertainment)***
- **BBS established March 1995 (text, graphics, Web)**
- **30 minutes/day free, 3 hours with subscription**
- **UF Interactive Media Lab, staff**
- **Applied Electronic Newspaper class**
- **Daily content from AP, NY Times, Scripps Howard,
*Gainesville Sun***
- **News, sports, entertainment, weather, classified,
email, discussion forums**
- **Web only site December 1996 (<http://sunone.com>),
*SunONE, SunONE Weekly***

***Sun.ONE* Advertisers**

Menu	Advertiser
Main	First Union Bank (banner and click-thru)
News	Red Lobster (banner and click-thru)
Weather	Shicar--discount computers (banner only)
Business	ComQuest Designs--graphic designers (banner only)
Local news	Gainesville Regional Utilities (banner and click-thru)
Cybernews	Mr. Data--computer hardware (banner and click-thru)
Sports and email	Gator Football / Sun.ONE Membership (banner and click-thru)

Sun.ONE Main Menu

13:27:00 16-FEB-96

TOP HEADLINES:



- Spooks posed as journalists
- Body removed from tunnel
- Half schools have Internet
- Coma case: Surgery's over

SERVICES:

Mailbox	Chat lounge
User information	User registry
Internet gateway	Forums
Buy more time	Sun.ONE Archives
HELP	HANG UP

NEWS AND INFORMATION:

News	Sports
Weather	Entertainment
About Sun.ONE	Business
Classified	Week in Review

FIRST UNION First Union National Bank of Florida

Have more options with a First Union credit card [LOOK](#)

F1=help

F10=menu

RIPscrip

9600-N81 FDX

COM1

RIPterm 1.54.00

[Online](#)

Research Method

- ***Sun.ONE* audit trail**
 - 31 days
 - December 30, 1995 - January 29, 1996
 - 400,994 lines of data
 - Time, date, action, channel, user ID
- **SyTrak™ audit trail analysis**
 - Users, menu / ad selections, channels
 - Hits, time on content
 - Reach, frequency, distributions

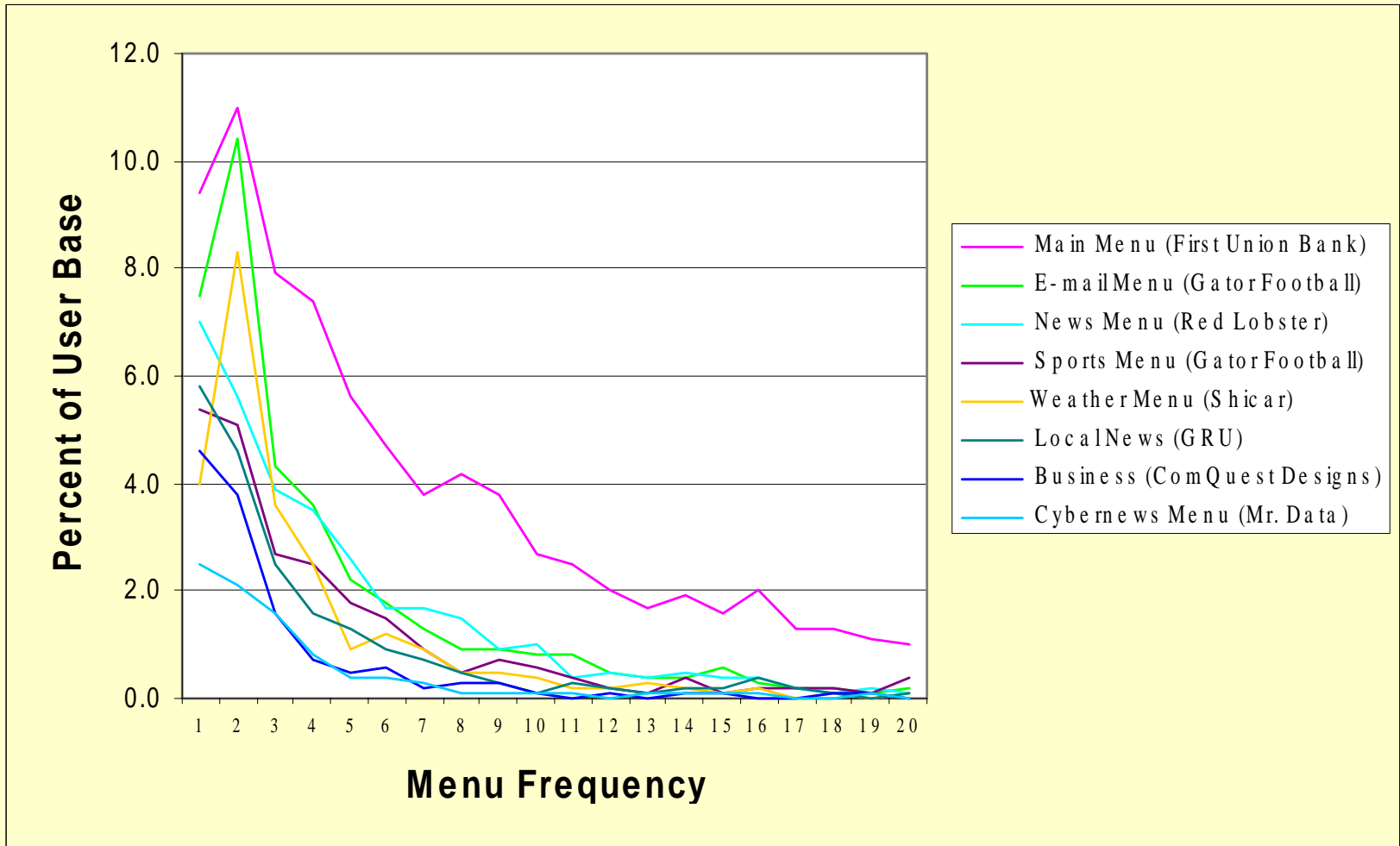
System Activity (31-days)

- **Total user minutes: 385,334**
- **Total user hits: 200,497**
- **Regular users: 2,741**
- **Different menus: 831**
- **Total channels: 38**

Exposure Distributions for Banner Ad Screens

Menu Frequency	Main Menu (First Union Bank)	E-mail Menu (Gator Football)	News Menu (Red Lobster)	Sports Menu (Gator Football)	Weather Menu (Shicar)	Local News (GRU)	Business (ComQuest Designs)	Cybernews Menu (Mr. Data)
0	1.6	59.8	62.5	73.6	74.9	77.8	86.2	89.9
1	9.4	7.5	7.0	5.4	4.0	5.8	4.6	2.5
2	11.0	10.4	5.6	5.1	8.3	4.6	3.8	2.1
3	7.9	4.3	3.9	2.7	3.6	2.5	1.6	1.6
4	7.4	3.6	3.5	2.5	2.5	1.6	0.7	0.8
5	5.6	2.2	2.6	1.8	0.9	1.3	0.5	0.4
6	4.7	1.8	1.7	1.5	1.2	0.9	0.6	0.4
7	3.8	1.3	1.7	0.9	0.9	0.7	0.2	0.3
8	4.2	0.9	1.5	0.5	0.5	0.5	0.3	0.1
9	3.8	0.9	0.9	0.7	0.5	0.3	0.3	0.1
10	2.7	0.8	1.0	0.6	0.4	0.1	0.1	0.1
11	2.5	0.8	0.4	0.4	0.2	0.3	0.0	0.1
12	2.0	0.5	0.5	0.2	0.2	0.2	0.1	0.0
13	1.7	0.4	0.4	0.1	0.3	0.1	0.0	0.1
14	1.9	0.4	0.5	0.4	0.2	0.2	0.1	0.1
15	1.6	0.6	0.4	0.1	0.1	0.2	0.1	0.1
16	2.0	0.3	0.4	0.2	0.2	0.4	0.0	0.1
17	1.3	0.2	0.2	0.2	0.0	0.2	0.0	0.0
18	1.3	0.2	0.1	0.2	0.1	0.1	0.1	0.0
19	1.1	0.1	0.2	0.1	0.0	0.0	0.1	0.1
20	1.0	0.2	0.1	0.4	0.1	0.1	0.0	0.0
Maximum	446	384	286	206	70	104	57	146

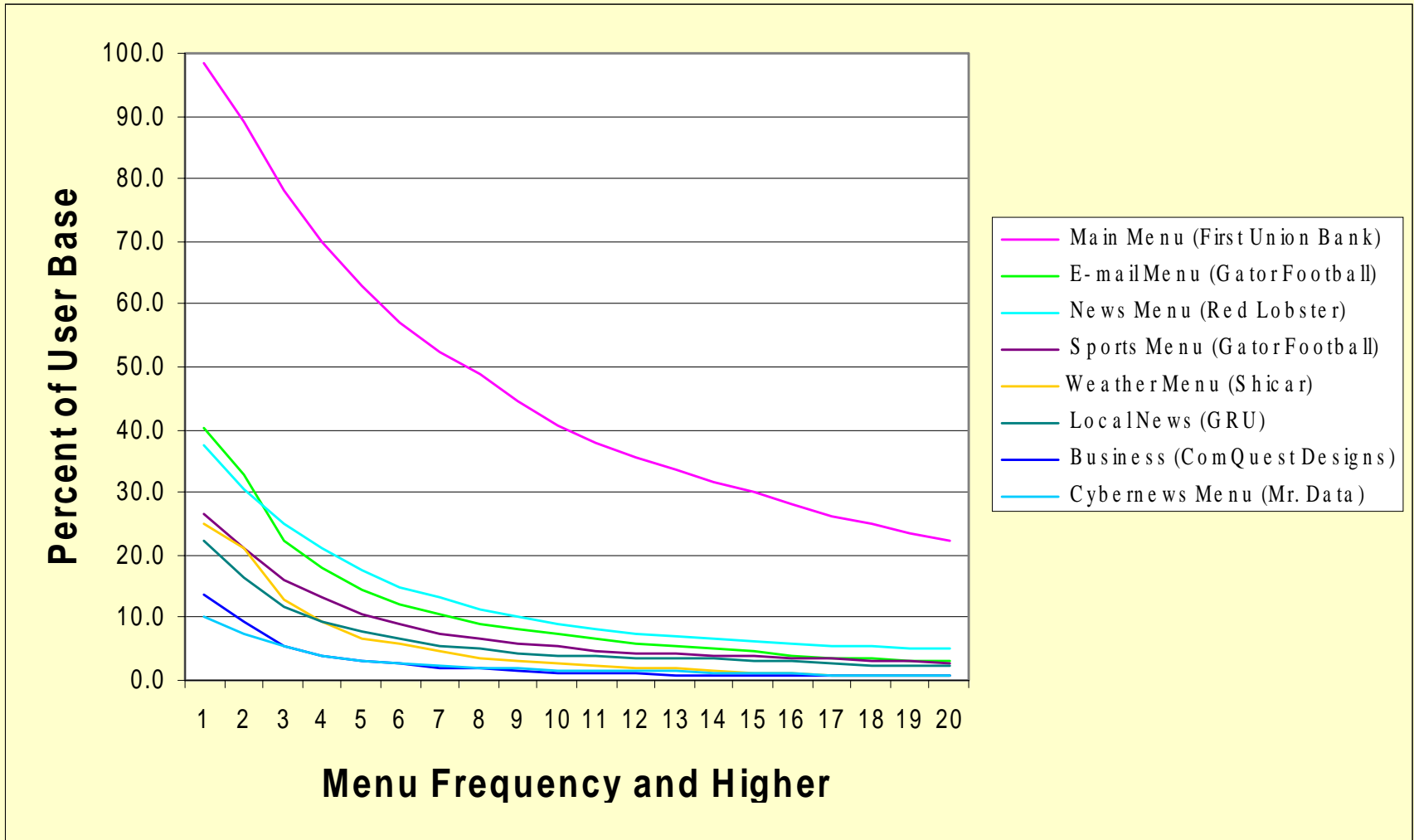
Sun.ONE Menu Exposure Distributions



Cumulative Percent of Users Exposed at Row Frequency and Higher

Menu Frequency +	Main Menu (First Union Bank)	E-mail Menu (Gator Football)	News Menu (Red Lobster)	Sports Menu (Gator Football)	Weather Menu (Shicar)	Local News (GRU)	Business (ComQuest Designs)	Cybernews Menu (Mr. Data)
1+	98.4	40.2	37.5	26.4	25.1	22.2	13.8	10.1
2+	89.0	32.7	30.4	21.0	21.1	16.5	9.2	7.5
3+	78.0	22.3	24.9	16.0	12.9	11.9	5.4	5.4
4+	70.1	18.0	21.0	13.3	9.2	9.4	3.8	3.9
5+	62.8	14.4	17.5	10.7	6.8	7.8	3.1	3.1
6+	57.1	12.2	14.9	8.9	5.9	6.5	2.6	2.6
7+	52.4	10.4	13.3	7.5	4.6	5.6	2.0	2.3
8+	48.7	9.1	11.5	6.5	3.7	4.9	1.8	1.9
9+	44.5	8.2	10.0	6.0	3.2	4.4	1.5	1.8
10+	40.7	7.3	9.1	5.4	2.6	4.1	1.3	1.7
11+	38.0	6.6	8.1	4.8	2.2	4.0	1.1	1.6
12+	35.5	5.8	7.6	4.4	2.0	3.7	1.1	1.4
13+	33.5	5.3	7.1	4.2	1.8	3.5	0.9	1.4
14+	31.8	4.9	6.7	4.1	1.5	3.4	0.9	1.3
15+	29.9	4.5	6.2	3.8	1.3	3.2	0.8	1.2
16+	28.3	3.9	5.9	3.6	1.2	3.0	0.8	1.1
17+	26.3	3.6	5.5	3.4	0.9	2.6	0.8	0.9
18+	24.9	3.4	5.3	3.2	0.9	2.4	0.8	0.9
19+	23.6	3.2	5.2	3.1	0.8	2.3	0.7	0.9
20+	22.4	3.1	5.0	2.9	0.8	2.2	0.7	0.9
Maximum	446	384	286	206	70	104	57	146

Sun.ONE Menu Cumulative Exposure Distributions



Key Findings

Cumulative and non-cumulative exposure distributions can be measured for Web/online content containing banner advertisements

Key Implications

- **Normative framework for traditional ad media evaluation applies to Web/online ads**
 - **Cross-media comparisons**
 - **Additional Web/online dimensions**
- **Web/online exposure distributions apply to screen containing ad versus entire content of print publication**

Discussion

- **Measurement accuracy**
 - **Potential ad banner exposure < full screen**
 - **Ad click-thru**

Further Research

- **Exposure distributions for potential ad locations and other content**
- **Estimation of reach $n+$ based on hits**
- **Duplication across months and with traditional media**

Cumulative versus Average Daily Reach $n+$

Reach $n+$				
Frequency Range	Monthly Cume	Average Daily	Cume / Average Daily	Average Daily / Cume
1+	98.4	15.1	6.5	15.4
3+	78.0	7.8	10.0	10.0
6+	57.1	2.7	21.2	4.7