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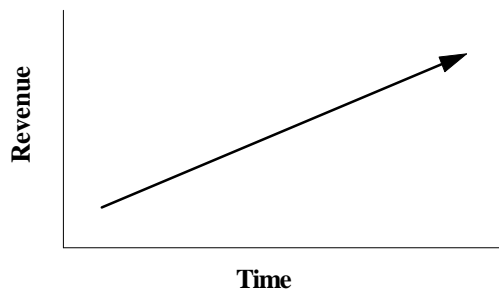
**Technology:  
Internet/New Media**

*Mary Meeker (212) 761-8042*

*mmeeker@ms.com*

**The Internet Advertising  Report**

**The Good News:  
Most Charts in This Report Look Like This One**



- One of the big unknowns concerning the Internet is Internet-based advertising. Will it work? How big could it be? How much money will companies spend to deliver advertising messages to potential customers? Is it much ado about nothing? Or is the Internet spawning the next mass medium? And what's the likelihood of an Internet bandwidth meltdown, anyway?

- In our opinion, there are currently three good public-market proxies for the growth trends in Internet-related advertising: CNET, Yahoo! (which we don't cover), and America Online.

- In this report we describe the trends, the terminology, and the outlook for Internet-based advertising. Based on our review of the development of new media in the past, we conclude that, in time, the opportunity for advertising and direct marketing on the Web will be significant. Even so, there will be fits and starts along the way.

- See our report on CNET for more details on the financial operations of a leading advertising-based Internet company.

*Contributing Analysts:*

*Doug Arthur, Publishing (212) 761-4441  
arthurd@ms.com*

*Chris DePuy, Internet Infrastructure (212) 761-6562  
depuyc@ms.com*

*Michael Russell, Advertising (212) 761-6352  
russellm@ms.com*

*This report will be downloadable from Morgan Stanley's  
Web site ([www.ms.com](http://www.ms.com)) in early January 1997.*

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## Chapter 11: Glossary of Internet Advertising Terms

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### Summary

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◆ As this new medium emerges, and as new business models and payment methods evolve, new sets of terminology are required to describe them. We have included this short glossary as an aid in understanding Internet ad jargon. Hope it helps. :-)

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**ad clicks** The number of times a user “clicks” on an online ad, often measured as a function of time (“ad clicks per day”).

**ad click rate** The number of ad clicks as a percentage of ad views, or, the number of times an ad is clicked on by users as a percentage of the number of times an ad was downloaded and viewed by users.

**advertorial** A print advertisement styled to resemble the editorial format and type face of the publication in which it runs.

**ad views** On the Internet, the number of times an online ad was downloaded by users, often measured as a function of time (“ad views per day”). The actual number of times the ad was seen by users may differ because of “caching” (which increases the real number of ad views) and browsers that view documents as text-only (which decreases the number of ad views).

**affiliate** A broadcast station bound to a contractual relationship with one or more networks to carry network-originated programs and commercial announcements.

**affinity group** People with a common interest. On the Internet, typically a subject-oriented mailing list, a news-group, or a conference on a Web site.

**audience accumulation** The net number of people (or homes) exposed to a medium during its duration; e.g., a half-hour broadcast program, or a magazine issue.

**audience composition** The demographic profile of a media audience.

**audience turnover** The average ratio of cumulative audience listening/viewing to the average audience listening/viewing.

**average audience (AA)** In broadcast, the average number of homes (or individuals) tuned to a given time segment of a program. In print media, the number of individuals who looked into an average issue of a publication and are considered “readers.”

**barter** The exchange of goods and services without the use of cash. Usually the acquisition of media time or space by a media company in exchange for similar time/space in return.

**basic cable** A “basic” service agreement in which a subscriber pays a cable TV operator or system a monthly fee. Does not include “pay” services that might be offered by the cable operator.

**cable TV** Reception of TV signals via cable (wires) rather than over the air (i.e., via a TV antenna).

**caching** This phenomenon occurs when access providers or browsers store or buffer Web page data in a temporary location on their networks or in their disk space to speed access and reduce traffic. Reduces the number of measured page views at the original content site.

**circulation** In print media, the number of copies sold or distributed by a publication. In broadcast, the number of homes owning a TV/radio set within a station’s coverage area. Or, in cable TV, the number of households that subscribe to cable services for a given network. In out-of-home media, the number of people passing a advertisement who have an opportunity to see it.

**click-throughs** same as **ad clicks**.

**cost-per-rating-point (CPP)** The cost of an advertising unit (e.g., a 30-second commercial) divided by the average rating of a specific demographic group (e.g., women, 18–49).

**cost per thousand (CPM)** The cost to deliver 1,000 impressions (associated with delivery of ad views on the Internet, and delivery to people or homes in traditional media).

**cookie** A persistent piece of information, stored on the user's local hard drive, that is keyed to a specific server (and even a file pathway or directory location at the server) and is passed back to the server as part of the transaction that takes place when the user's browser again crosses the specific server/path combination.

**coverage** The percentage of a population group covered by a medium. Commonly used with print media to describe an average issue's audience within defined demographic or purchasing groups. Akin to *rating*.

**creative** The name given the art/design within an advertisement.

**cume (cumulative)** Rating the reach of a radio or TV program or station, as opposed to the "average."

**demography** The study of the characteristics of population groups in terms of size, distribution, and vital statistics.

**domain name** The unique name that identifies an Internet site, such as "microsoft.com." A domain name always has two or more parts, separated by periods. A given server may have more than one domain name, but a given domain name points to only one machine.

**duration time** The length of time between two events, such as successive requests to one or more Web pages (page duration) or visits to a given Web site (inter-visit duration).

**effective frequency** The level of exposure frequency at which reach is deemed "effectively" delivered.

**effective reach** The percentage of a population group reached by a media schedule at a given level of frequency.

**efficiency** Generally refers to the relative costs of delivering media audiences. See *Cost-per-rating-point* and *Cost-per-thousand*.

**frequency** The number of times people (or homes) are exposed to an advertising message, an advertising campaign, or a specific media vehicle. Also, the period of issuance of a publication, e.g., daily, monthly.

**frequency discount** A rate discount allowed an advertiser that purchases a specific schedule within a specific period of time, e.g., six ads within one year.

**frequency distribution** The array of reach according to the level of frequency delivered to each group.

**gross rating points (GRPs)** The sum of all ratings delivered by a given list of media vehicles. Although synonymous with TRPs, GRPs generally refer to a "household" base. In out-of-home media, GRPs are synonymous with a *showing*.

**hit** Web-speak for any request for data from a Web page or file. Often used to compare popularity/traffic of a site in the context of getting so many "hits" during a given period. A common mistake is to equate hits with visits or page views. A single visit or page view is usually recorded as several hits, and depending on the browser, the page size, and other factors, the number of hits per page can vary widely.

**homes using TV (HUT)** The percentage of homes using (tuned in to) TV at a particular time.

**HTML (hypertext markup language)** A simple coding system used to format documents for viewing by Web clients. Web pages are written in this standard specification.

**hyperlink** See **link**.

**hypertext** Generally, any text on a Web page that contains "links" to other documents — words or phrases in a document that can be chosen by a user and which cause another document to be retrieved or displayed.

**impressions** The gross sum of all media exposures (number of people or homes) without regard to duplication.

**inventory** Normally defined as the quantity of goods or materials on hand. On the Internet, a site's inventory is the number of page views it will deliver in a given period of time, and is thus the amount of product that can be sold to advertisers.

**link** The path between two documents, which associates an object, such as a button or hypertext, on a Web page with another Web address. The hyperlink allows a user to point and click on an object and thereby "move" to the location associated with that object by loading the Web page at that address.

**network** A broadcast entity that provides programming and sells commercial time in programs aired nationally via affiliated or licensed local stations — e.g., ABC television network, ESPN cable network. On the Internet, an aggregator/broker of advertising inventory from many sites.

**out-of-home media** Those media meant to be consumed only outside of one's home, e.g., outdoor, transit, in-store media.

**page** An HTML (hypertext markup language) document that may contain text, images, and other online elements, such as Java applets and multimedia files. It may be statically or dynamically generated.

**page view** The number of times a page was downloaded by users, often measured as a function of time ("page views per day"). The actual number of times the page was seen by users may be higher because of "caching."

**paid circulation** Reported by the Audit Bureau of Circulation, a classification of subscriptions or purchases of a magazine or newspaper, based upon payment in accordance with standards set by the ABC.

**penetration** The percentage of people (or homes) within a defined universe that are physically able to be exposed to a medium.

**psychographics** Pertains to the identification of personality characteristics and attitudes that affect a person's lifestyle and purchasing behavior.

**rating** The percentage of a given population group consuming a medium at a particular moment. Generally used

for broadcast media but can be applied to any medium. One rating point equals one percent of the potential viewing population.

**reach** The number of different homes/people exposed at least once to an impression (ad view, program, commercial, print page, etc.) across a stated period of time. Also called the cumulative or unduplicated audience.

**session** A series of consecutive visits made by a visitor to a series of Web sites.

**share** "Share of audience" is the percentage of HUT tuned to a particular program or station. "Share of market" is the percentage of total category volume (dollars, unit, etc.) accounted for by a brand. "Share of voice" is the percentage of advertising impressions generated by all brands in a category accounted for by a particular brand, but often also refers to share of media spending.

**sponsorship** The purchase of more than one commercial within a program, allowing advertisers to receive bonus time via billboards, or exclusivity of advertising within the brand's product category, or both.

**spot** Refers to the purchase of TV or radio commercial time on a market-by-market basis, as opposed to network (national) purchases. Also commonly used in lieu of "commercial announcement."

**superstation** An independent TV station whose signal is transmitted throughout the United States via satellite. Technically refers only to WTBS, but is also used for other stations.

**syndication** In broadcasting, when a program is carried on selected stations which may or may not air at the same time in all markets. In newspapers, when an independently written column or feature is carried by many newspapers (e.g., "Dear Abby"). In magazines, a centrally written or published section carried by newspapers, generally in the Sunday edition (e.g., *Parade*).

**unique users** The number of unique individuals who visit a site within a specific period of time. With today's technology, this number can only be calculated with some form of user registration or identification.

**universe** The total population within a defined demographic, psychographic, or product consumption segment against which media audiences are calculated to determine ratings, coverage, reach, etc.

**URL (uniform [or universal] resource locator)** The URL provides information on the protocol, the system, and the file name, so that the user's system can find a particular document on the Internet. An example of a URL is <http://www.sholink.com/>, which indicates that "hypertext transfer protocol" is the protocol and that the information is located on a system named "www.sholink.com," which is the Sholink Corporation's Web server. This example does not show a particular file name (such as `index.htm`), since most Web servers are set up to point to a home page if no file name is used.

**viewers per 1,000 households** The number of people within a specific population group tuned to a TV program in each 1,000 viewing households.

**visit** A sequence of hits made by one user at a site. It is important to understand that Internet technology does not maintain a continuous "connection" (like a radio signal) to a site. The data is sent in packets. If a user makes no request for data from the site during a predetermined (and discretionary) period of time, the user's next hit would constitute a new visit. This length of time is known as the "time-out" period. While this interval is different for each site, I/PRO currently uses 30 minutes for all sites for purposes of comparability.

**volume discount** The price discount offered advertisers who purchase a certain amount of volume from the medium — e.g., pages or dollar amount in magazines.

**wearout** A level of frequency, or a point in time, when an advertising message loses its ability to effectively communicate.

**Web page** An HTML (hypertext markup language) document on the Web, usually one of many that together make up a Web site.

**Web server** A system capable of continuous access to the Internet (or an internal network) through retrieving and displaying documents and files via hypertext transfer protocol (http).

**Web site** The virtual location for an organization's presence on the Worldwide Web, usually made up of several Web pages and a single home page designated by a unique URL.

**Worldwide Web** The mechanism originally developed by Tim Berners-Lee for CERN physicists to be able to share documents via the Internet. The Web allows computer users to access information across systems around the world using URLs (uniform resource locators) to identify files and systems and hypertext links to move between files on the same or different systems.

## Chapter 12: A Time Line of Internet Advertising 1994–96\*

### Summary

◆ On the second anniversary of the first Web advertisement, on *HotWired* (Halloween 1994), *Advertising Age* printed a time line of the history of Internet Advertising. It is reproduced here, with permission.

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#### October 1994

- **HotWired** site launches with ads from AT&T, Sprint, MCI, Volvo and others.
- Mecklermedia launches, then pulls, **MecklerWeb** service.
- Time Warner opens **Pathfinder** service with test ads from AT&T; Ziff Davis launches **ZD Net** on the Web.
- **Hotel chains** Hampton Inn, Embassy Suites and Hyatt Hotels Corp. open on the Web.

#### November 1994

- Only 3 million U.S. households have access to the **Internet**, Find/SVP reports.
- The **NCSA Mosaic** What's New Page on the Net says it's seeking sponsors.
- **CMP Publications** launches **TechWeb** with ads from AT&T, MCI and Tandem Computers.
- **Mosaic Communications Corp.** changes its name to **Netscape Communications Corp.**

#### January 1995

- **Prodigy** becomes the first online service to offer Internet access to its subscribers.
- Five advertisers — MCI, Saturn, Timex, Jim Beam and AirWalk — join **Vibe Online** in deals ranging in price from \$40,000 for 6 months.

#### February 1995

- **Procter & Gamble** names **Grey Interactive** its interactive agency of record.

- **CBS** launches its Web site.

- **ESPN** Starts pitching advertisers on \$1 million charter sponsorship of its upcoming Web site and other online properties.

#### March 1995

- **Yahoo!**, a Web directory created by two Stanford grad students, goes commercial.
- **Ragu** becomes one of the first package-good marketers to open a Web site
- AT&T picks **Modem Media** to be its interactive agency of record.

#### April 1995

- Time Warner's **Pathfinder** signs first advertisers, AT&T and Saturn. Ads cost \$30,000 per quarter. **ZD Net** also starts taking ads.
- **Internet Profiles Corp.** and **NetCount** launch competing Web tracking services.
- **ESPN** launches **ESPNET SportsZone** via Starwave Corp.
- **Interactive Traffic** opens to help marketers with online media planning.
- **Interactive Imaginations** launches **Riddler**, a gaming site that incorporates marketer sites as clues.

#### May 1995

- **Conde Nast** forms **CondeNet** new-media unit.
- **Sun** introduces **Java** programming language.

**July 1995**

- **Forrester Research** reports that online ad spending will total \$37 million for the year.
- InfoSeek and Netscape shift to a **CPM model** to sell Web Ads. HotWired, Pathfinder, and ZD Net resist the change.
- **Agency Poppe Tyson** starts selling ad space for Netscape, *Playboy*, and others.

**August 1995**

- Microsoft launches **MSN** online service.
- Kraft and P&G register a combined **184 domain names** on the Net, ranging from hotdogconstructionco.com to luvs.com.

**September 1995**

- **CNN** launches a Web site; **Hachette** opens Web versions of *Elle* and *Car and Driver*.
- ESPNET SportsZone, one of the Web's most expensive sites at \$100,000 per quarter, signs **eight advertisers** to contracts totaling more than \$1 million.

**October 1995**

- **Audit Bureau of Circulations** starts testing audits of Web sites.
- **Conde Net** nabs eight charter advertisers for Epicurious and *Conde Nast Traveler* Web sites, including AT&T, American Airlines, and Westin.
- Intel unveils **InterCast** technology to deliver Web content and TV programming simultaneously.
- Poppe Tyson spins off its Web ad sales unit as **DoubleClick**.
- Some **24 million** adults in the U.S. and Canada have access to the Internet, according to a report from CommerceNet and Nielsen Media Research.

**January 1996**

- Microsoft pays **\$200,000** to sponsor the Super Bowl Web site.

- **The New York Times** launches on the Web with ads from \$120,000-per-year "partners" Toyota and Chemical Bank.
- NetGravity introduces the **AdServer** ad management system for web sites.

**February 1996**

- **Focalink** Communications introduces SmartBanner media planning services.
- **PointCast** launches an offline news and information network featuring animated ads.

**March 1996**

- Sony Corp. of America says it's seeking partners for its upcoming **Sony Station** Web site. Price: \$500,000 to \$1 million.

**April 1996**

- **Juno** Online Services launches a free, ad-supported e-mail service. **Freemark** Communications follows with a similar product.

**May 1996**

- Content developer **iVillage** nets \$800,000 in ad commitments on an ad model that intermingles editorial with marketing.
- FocalLink Communications introduces **Market Match** Web media planning tool.

**June 1996**

- Microsoft zine *Slate* debuts on the Web.
- HotWired taps Levi's Dockers for one-year sponsorship of the Dream Jobs channel.

**July 1996**

- AT&T breaks its "intermercial" ad campaign featuring animated banners.
- Intelliquest reports that 35 million U.S. residents 16 and over accessed the Internet or online services in the past three months.

**August 1996**

- Poppe Tyson, boosted by Internet work, files for an **IPO**.
- Major sites agree to provide free content to users of **Microsoft's Web browser**.
- @Home Corp. starts to pitch marketers on the **@Home** high-speed online network.

**September 1996**

- **GM** doubles its Web site content to more than 38,000 pages, making it one of the largest marketer sites.
- **BackWeb Technologies** introduces a private online broadcast system, with GM as one of the first users.

**October 1996**

- CASIE issues proposed Web ad banner **guidelines**.

## Chapter 13: Advertising Data

Table 13-1

### U.S. Advertising Expenditures, 1935-95

	1935	1940	1945	1950	1955	1960	1965	1970	1975	1980	1985	1990	1995
<b>Television</b>													
Network*	--	--	--	85	550	820	1,237	1,658	2,306	5,130	8,060	9,863	11,600
Syndication	--	--	--	--	--	--	--	--	--	50	52	1,589	2,016
Spot (National)	--	--	--	31	260	527	892	1,234	1,623	3,269	6,004	7,788	9,119
Spot (Local)	--	--	--	55	225	280	386	704	1,334	2,967	5,714	7,856	9,985
Cable (National)	--	--	--	--	--	--	--	--	--	50	634	1,802	3,685
Cable (Local)	--	--	--	--	--	--	--	--	--	8	181	737	1,657
Total	--	--	--	171	1,035	1,627	2,515	3,569	5,263	11,474	21,113	29,635	38,062
Annual Growth Rate	--	--	--	--	27.9%	6.4%	9.9%	-0.4%	8.4%	13.0%	6.1%	8.2%	6.5%
<b>Radio</b>													
Network	63	113	198	196	84	43	60	56	83	183	365	482	480
Spot	15	42	92	136	134	222	275	371	436	779	1,335	1,635	1,959
Local	35	60	134	273	327	428	582	881	1,461	2,740	4,790	6,609	8,899
Total	113	215	424	605	545	693	917	1,308	1,980	3,702	6,490	8,726	11,338
Annual Growth Rate	--	16.8%	7.9%	6.0%	-2.5%	5.6%	8.4%	3.5%	7.8%	11.8%	11.6%	4.8%	7.7%
<b>Newspapers</b>													
National	148	161	203	518	712	778	784	891	1,109	1,963	3,352	3,867	3,996
Local	613	654	716	1,552	2,365	2,903	3,642	4,183	7,125	12,831	21,818	28,414	32,321
Total	761	815	919	2,070	3,077	3,681	4,426	5,704	8,234	14,794	25,170	32,281	36,317
Annual Growth Rate	--	2.8%	3.7%	8.3%	14.6%	4.4%	7.4%	-0.2%	5.0%	6.7%	7.0%	-0.3%	5.7%
<b>Magazines</b>													
Weeklies	54	103	188	261	397	525	610	617	612	1,418	2,297	2,864	3,347
Women's	51	49	97	129	161	184	269	301	368	782	1,294	1,713	2,236
Monthlies	25	34	59	88	133	200	282	374	485	949	1,564	2,226	2,997
Total	130	186	344	478	691	909	1,161	1,292	1,465	3,149	5,155	6,803	8,580
Annual Growth Rate	--	10.1%	12.8%	4.4%	9.9%	9.3%	8.1%	-3.9%	-2.6%	7.4%	4.5%	1.3%	8.4%
<b>Farm Publications</b>	10	19	32	58	72	66	71	62	74	130	186	215	283
Annual Growth Rate	--	11.8%	10.3%	5.5%	1.4%	-7.0%	7.6%	-3.1%	2.8%	8.3%	2.8%	1.4%	8.0%
<b>Direct Mail</b>	282	334	290	803	1,299	1,830	2,324	2,776	4,124	7,596	15,500	23,370	32,866
Annual Growth Rate	--	0.3%	-11.0%	6.2%	8.1%	8.4%	6.4%	4.0%	1.7%	14.2%	12.3%	6.5%	10.9%
<b>Business Publications</b>	51	76	204	251	446	609	671	740	919	1,674	2,375	2,875	3,559
Annual Growth Rate	--	10.1%	15.3%	1.2%	9.3%	7.0%	7.7%	-1.6%	2.1%	6.3%	4.6%	4.1%	6.0%
<b>Outdoor</b>													
National	23	34	50	96	130	137	120	154	220	364	610	640	701
Local	8	11	22	46	62	66	60	80	115	214	335	444	562
Total	31	45	72	142	192	203	180	234	335	578	945	1,084	1,263
Annual Growth Rate	--	2.3%	28.6%	8.4%	2.7%	5.2%	2.9%	9.9%	8.4%	7.0%	8.4%	-2.4%	8.2%
<b>Yellow Pages</b>													
National	--	--	--	--	--	--	--	--	--	--	695	1,132	1,410
Local	--	--	--	--	--	--	--	--	--	--	5,105	7,794	8,826
Total	--	--	--	--	--	--	--	--	--	--	5,800	8,926	10,236
Annual Growth Rate	--	--	--	--	--	--	--	--	--	--	18.4%	7.2%	4.2%
<b>Miscellaneous</b>													
National	168	225	327	608	1,002	1,364	1,745	2,126	2,841	5,483	8,604	11,608	15,041
Local	174	195	228	514	791	978	1,240	1,722	2,665	4,975	3,503	4,347	5,191
Total	342	420	555	1,122	1,793	2,342	2,985	3,848	5,506	10,458	12,107	15,955	20,232
Annual Growth Rate	--	4.7%	5.1%	9.8%	12.1%	6.2%	7.6%	0.9%	4.9%	50.8%	3.7%	4.5%	7.5%
<b>National Total</b>	890	1,190	1,740	3,260	5,380	7,305	9,340	11,350	15,200	29,820	53,395	73,669	95,295
Annual Growth Rate	--	6.3%	5.1%	9.0%	11.6%	20.6%	7.1%	-0.4%	3.4%	11.7%	7.4%	6.4%	8.0%
<b>Local Total</b>	830	920	1,100	2,440	3,770	4,655	4,910	8,200	12,700	23,735	41,446	56,201	67,441
Annual Growth Rate	--	3.4%	5.3%	9.9%	13.2%	5.4%	8.4%	2.2%	6.5%	7.5%	8.6%	1.9%	6.4%
<b>GRAND TOTAL</b>	1,720	2,110	2,840	5,700	9,150	11,960	15,250	19,550	27,900	53,555	94,841	129,870	162,736
Annual Growth Rate	--	5.0%	5.2%	9.4%	12.3%	6.1%	7.8%	0.7%	4.8%	9.8%	7.9%	4.4%	7.4%
Nominal GDP	--	--	--	--	--	527	719	1,036	1,631	2,784	4,181	5,744	7,254
Annual Growth Rate	--	--	--	--	--	3.8%	8.5%	5.4%	8.9%	8.9%	7.1%	5.6%	4.6%

Sources: McCann-Erickson Inc., Paul Kagan Associates, Morgan Stanley Technology Research.

\*Note: Fox reported as Syndication 1986-91; effective 1990 reported as Network.

Note: These figures represent advertising expenditures; they include production costs, agencies fees, talent costs, etc.

Table 13-2

**U.S. Advertising Expenditures, 1985-95**

	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995
<b>Television</b>											
				(Network Big Three)		9,383	8,933	9,549	9,369	9,959	10,263
Network*	8,060	8,342	8,500	9,172	9,110	9,863	9,533	10,249	10,209	10,942	11,600
Syndication	520	600	762	901	1,288	1,589	1,853	1,370	1,576	1,734	2,016
Spot (National)	6,004	6,570	6,846	7,147	7,354	7,788	7,110	7,551	7,800	8,993	9,119
Spot (Local)	5,714	6,514	6,833	7,270	7,612	7,856	7,565	8,079	8,435	9,464	9,985
Cable (National)	634	748	891	1,135	1,461	1,802	2,046	2,339	2,726	3,221	3,685
Cable (Local)	181	217	301	426	570	737	828	958	1,142	1,373	1,657
Total	21,113	22,991	24,133	26,051	27,395	29,635	28,935	30,546	31,888	35,727	38,062
Annual Growth Rate	6.1%	8.9%	5.0%	7.9%	5.2%	8.2%	-2.4%	5.6%	4.4%	12.0%	6.5%
<b>Radio</b>											
Network	365	423	413	425	476	482	490	424	458	463	480
Spot	1,335	1,348	1,330	1,418	1,547	1,635	1,575	1,505	1,657	1,902	1,959
Local	4,790	5,178	5,463	5,955	6,300	6,609	6,411	6,725	7,342	8,164	8,899
Total	6,490	6,949	7,206	7,798	8,323	8,726	8,476	8,654	9,457	10,529	11,338
Annual Growth Rate	11.6%	7.1%	3.7%	8.2%	6.7%	4.8%	-2.9%	2.1%	9.3%	11.3%	7.7%
<b>Newspapers</b>											
National	3,352	3,376	3,494	3,586	3,720	3,867	3,685	3,602	3,620	3,906	3,996
Local	21,818	23,614	25,918	27,611	28,648	28,414	26,724	27,135	28,405	30,450	32,321
Total	25,170	26,990	29,412	31,197	32,368	32,281	30,409	30,737	32,025	34,356	36,317
Annual Growth Rate	7.0%	7.2%	9.0%	6.1%	3.8%	-0.3%	-5.8%	1.1%	4.2%	7.3%	5.7%
<b>Magazines</b>											
Weeklies	2,297	2,327	2,445	2,646	2,813	2,864	2,670	2,739	2,850	3,140	3,347
Women's	1,294	1,376	1,417	1,504	1,710	1,713	1,671	1,853	2,009	2,106	2,236
Monthlies	1,564	1,614	1,745	1,922	2,193	2,226	2,183	2,408	2,498	2,670	2,997
Total	5,155	5,317	5,607	6,072	6,716	6,803	6,524	7,000	7,357	7,916	8,580
Annual Growth Rate	4.5%	3.1%	5.5%	8.3%	10.6%	1.3%	-4.1%	7.3%	5.1%	7.6%	8.4%
<b>Farm Publications</b>											
Total	186	192	196	196	212	215	215	231	243	262	283
Annual Growth Rate	2.8%	3.2%	2.1%	0.0%	8.2%	1.4%	0.0%	7.4%	5.2%	7.8%	8.0%
<b>Direct Mail</b>											
Total	15,500	17,145	19,111	21,215	21,945	23,370	24,460	25,931	27,266	29,638	32,866
Annual Growth Rate	12.3%	10.6%	11.5%	11.0%	3.4%	6.5%	4.7%	6.0%	5.1%	8.7%	10.9%
<b>Business Publications</b>											
Total	2,375	2,382	2,458	2,610	2,763	2,875	2,882	3,090	3,260	3,358	3,559
Annual Growth Rate	4.6%	0.3%	3.2%	6.2%	5.9%	4.1%	0.2%	7.2%	5.5%	3.0%	6.0%
<b>Outdoor</b>											
National	610	600	615	628	653	640	637	610	605	648	701
Local	335	385	410	436	458	444	440	421	485	519	562
Total	945	985	1,025	1,064	1,111	1,084	1,077	1,031	1,090	1,167	1,263
Annual Growth Rate	8.4%	4.2%	4.1%	3.8%	4.4%	-2.4%	-0.6%	-4.3%	5.7%	7.1%	8.2%
<b>Yellow Pages</b>											
National	695	759	830	944	1,011	1,132	1,162	1,188	1,230	1,314	1,410
Local	5,105	5,741	6,470	6,837	7,319	7,794	8,020	8,132	8,287	8,511	8,826
Total	5,800	6,500	7,300	7,781	8,330	8,926	9,182	9,320	9,517	9,825	10,236
Annual Growth Rate	18.4%	12.1%	12.3%	6.6%	7.1%	7.2%	2.9%	1.5%	2.1%	3.2%	4.2%
<b>Miscellaneous</b>											
National	8,604	9,120	9,703	10,454	10,998	11,608	11,588	12,124	12,759	13,928	15,041
Local	3,503	3,679	3,728	4,077	4,273	4,347	4,185	4,303	4,522	4,884	5,191
Total	12,107	12,799	13,431	14,531	15,271	15,955	15,773	16,427	17,281	18,812	20,232
Annual Growth Rate	3.7%	5.7%	4.9%	8.2%	5.1%	4.5%	-1.1%	4.1%	5.2%	8.9%	7.5%
<b>National Total</b>											
Total	53,395	56,922	60,756	65,903	69,254	73,669	73,760	77,214	80,766	88,225	95,295
Annual Growth Rate	7.4%	6.6%	6.7%	8.5%	5.1%	6.4%	0.1%	4.7%	4.6%	9.2%	8.0%
<b>Local Total</b>											
Total	41,446	45,328	49,123	52,612	55,180	56,201	54,173	55,753	58,618	63,365	67,441
Annual Growth Rate	8.6%	9.4%	8.4%	7.1%	4.9%	1.9%	-3.6%	2.9%	5.1%	8.1%	6.4%
<b>GRAND TOTAL</b>											
Total	94,841	102,250	109,879	118,515	124,434	129,870	127,933	132,967	139,384	151,590	162,736
Annual Growth Rate	7.9%	7.8%	7.5%	7.9%	5.0%	4.4%	-1.5%	3.9%	4.8%	8.8%	7.4%
Nominal GDP	4,181	4,422	4,692	5,050	5,439	5,744	5,917	6,244	6,553	6,936	7,254
Annual Growth Rate	7.1%	5.8%	6.1%	7.6%	7.7%	5.6%	3.0%	5.5%	4.9%	5.8%	4.6%

Sources: McCann-Erickson Inc., Paul Kagan Associates, Morgan Stanley Technology Research.

\*Note: Fox reported as Syndication 1986-91; effective 1990 reported as Network.

Note: These figures represent advertising expenditures; they include production costs, agencies fees, talent costs, etc.

Table 13-3

**20 Largest Advertising Organizations in the World**

1995 Rank	Company	Headquarters	Revenue (\$MM)
1	WPP Group	London	\$3,130
2	Omnicom Group	New York	2,577
3	Interpublic Group of Companies	New York	2,337
4	Dentsu	Tokyo	1,999
5	Cordiant	London	1,378
6	Young & Rubicam	New York	1,198
7	Hakuhodo	Tokyo	959
8	Havas Advertising	Levallois-Perret, France	909
9	Grey Advertising	New York	897
10	Leo Burnett Co.	Chicago	804
11	True North Communications	Chicago	759
12	D'Arcy Masius Benton & Bowles	New York	646
13	Publicis Communication	Paris	606
14	Bozell, Jacobs, Kenyon & Eckhardt	New York	405
15	BDDP Group	Paris	279
16	Asatsu Inc.	Tokyo	254
17	Tokyu Agency	Tokyo	239
18	Daiko Advertising	Tokyo	211
19	Dai-Ichi Kikaku Co.	Tokyo	168
20	Dentsu, Young & Rubicam Partnerships	Tokyo/Singapore	161

Source: Advertising Age; January 22, 1996.

Table 13-4

**Top 50 Megabrands in U.S. by 1995 Ad Spending**

Rank	Brand, Product, or Service	Company	Total (\$000s)
1	AT&T telephone services	AT&T Corp.	\$673,387
2	Ford cars & trucks	Ford Motor Co.	564,866
3	Sears stores	Sears, Roebuck & Co.	540,053
4	McDonald's restaurants	McDonalds Corp.	490,550
5	Kellogg breakfast foods	Kellogg Co.	488,205
6	Chevrolet cars & trucks	General Motors Corp.	477,600
7	Dodge cars & trucks	Chrysler Corp.	414,531
8	Toyota cars & trucks	Toyota Motor Co.	384,074
9	MCI telephone services	MCI Communications Corp.	320,956
10	Warner Bros. movies	Time Warner	294,004
11	Circuit City electronic stores	Circuit City Stores	291,558
12	Columbia entertainment	Sony Corp.	289,666
13	Nissan cars & trucks	Nissan Motor Co.	281,968
14	Honda cars & trucks	Honda Motor Co.	278,827
15	Disney entertainment	Walt Disney Co.	269,495
16	J.C. Penney stores	J.C. Penney Co.	268,749
<b>17</b>	<b>IBM computers</b>	<b>IBM Corp.</b>	<b>257,912</b>
18	General Mills cereals	General Mills	253,071
19	Burger King restaurants	Grand Metropolitan	251,933
20	Mazda cars & trucks	Mazda Motor Corp.	241,283
21	Chrysler cars & trucks	Chrysler Corp.	240,129
22	Paramount entertainment	Viacom	221,327
23	Tylenol remedies	Johnson & Johnson	213,730
24	Sprint telephone services.	Sprint Corp.	212,903
25	American Express financial services.	American Express Co.	207,380
26	Universal Studios movies	Seagram Co.	206,861
27	Budweiser beers	Anheuser-Busch Cos.	201,017
28	Buick cars	General Motors Corp.	193,323
29	Kraft foods	Phillip Morris Cos.	192,192
30	Post cereals	Phillip Morris Cos.	173,072
31	Buena Vista movies	Walt Disney Co.	172,073
32	Taco Bell restaurants	PepsiCo	172,029
33	Saturn cars	General Motors Corp.	169,812
34	Kmart stores	Kmart Corp	167,573
35	Pizza Hut restaurants	PepsiCo	164,359
36	Miller beers	Phillip Morris Cos.	161,544
37	Wendy's restaurants	Wendys International	161,185
38	Visa credit cards	Visa International	154,596
39	KFC restaurants	PepsiCo	149,397
40	Mercury cars & trucks	Ford Motor Co.	149,386
<b>41</b>	<b>Microsoft software</b>	<b>Microsoft Corp.</b>	<b>147,733</b>
42	Macy's stores	Federated Department Stores	144,445
43	Nike footwear & apparel	Nike Inc.	142,648
44	Wal-Mart stores	Wal-Mart Stores	141,412
45	Jeep vehicles	Chrysler Corp.	141,385
46	L'Oreal cosmetics	L'Oreal	137,362
47	20th Century Fox movies	News Corp.	137,246
48	Cadillac cars	General Motors Corp.	135,595
49	Pontiac cars & trucks	General Motors Corp.	134,278
50	Mitsubishi cars & trucks	Mitsubishi Motor Corp.	130,723

*Note: Sources for ad spending include consumer magazines; local and national papers; outdoor; network, spot, syndicated, and cable TV; and national spot and network radio.*

*Source: Advertising Age, May 6, 1996.*

Table 13-5

**Top Online Services by Subscriptions**

Service	Parent Company	Subscribers (as of 6/30/96)
<b>Consumer</b>		
America Online	America Online	6,000,000
CompuServe Information Service	CompuServe Inc.	5,000,000
Prodigy	Prodigy Services Co.	*1,400,000
Microsoft Network	Microsoft Corp.	1,200,000
ZD Net	Ziff-Davis Interactive	275,000
TIP, Billboard, CSN, AIA, Schwab	Telescan Inc.	200,000
CRIS, BBS Direct	Concentric Network Corp.	120,000
Wow! (1)	CompuServe Inc.	70,000
The ImagiNation Network (2)	AT&T	65,000
Delphi	Delphi Internet Services Corp.	50,000
<b>Business/Professional</b>		
LEXIS-NEXIS	Reed Elsevier	762,000
Dow Jones News/Retrieval	Dow Jones Information Services	240,000
TRW Information Services	Bain Capital and Thomas H. Lee	205,000
Dialog Worldwide	Knight-Ridder Information	200,000
First!, Heads Up, iNews	Individual Inc.	**175,000
D & B Information Services N.A.	Dun & Bradstreet Corp.	143,000
MEDLARS	National Library of Medicine	125,043
DowVision	Dow Jones & Co.	115,000
Physicians' Online	Physicians' Online Inc.	110,000
NewsEDGE	Desktop Data	98,000
<b>Financial</b>		<b>Terminals</b>
Reuters real-time data services	Reuters Holdings plc	345,000
DJ News Services (Broadtape)	Dow Jones Information Services	205,000
Telerate	Telerate Inc.	99,000
Brokerage Services	Automatic Data Processing	96,000
DTN AgDaily, DTNiron, DTNStant,		
DTN Produce, DTN Weather Center	Data Transmission Network Corp.	79,000
S & P MarketScope	McGraw-Hill/Standard & Poor's	74,800
The Bloomberg	Bloomberg Financial	62,000
ILX	Thomson Financial Services	60,000
Knight-Ridder Financial	Global Financial Information Corp.	50,000
Signal, QuoTrek, SporTRAX	Data Broadcasting Corp.	35,000

\*Figure is for households.

\*\*Figure includes lower-priced, ad-supported services.

Source: Electronic Information Report; July 12, 1996, SIMBA Information Inc., Stamford, CT (203-358-9900).

(1) CompuServe announced in November that it will discontinue Wow! on January 31, 1997.

(2) Now owned by America Online.

Table 13-6

**Top 20 Cable Operators in the U.S. by Subscription**

Rank	Company	Headquarters	Basic Subscriptions
1	Tele-Communications Inc.	Englewood, CO	12,494,000
2	Time-Warner Cable	Stamford, CT	11,700,000
3	Continental Cablevision	Boston	4,200,000
4	Comcast	Philadelphia	3,600,000
5	Cox Communications Inc.	Atlanta	3,282,080
6	Cablevision Systems Corp.	Woodbury, NY	1,915,000
7	Adelphia Communications	Coudersport, PA	1,651,850
8	Jones Intercable	Englewood, CO	1,476,000
9	Marcus Cable	Dallas	1,245,259
10	Viacom Cable	Pleasanton, CA	1,157,600
11	Century Communications	New Canaan, CT	1,100,000
12	Falcon Cable	Los Angeles	1,085,513
13	Charter Communications	St. Louis	900,000
14	Scripps-Howard Cable	Cincinnati	804,464
15	TKR Cable	Warren, NJ	750,121
16	Prime Cable	Austin	657,508
17	InterMedia Partners	San Francisco	571,000
18	Lenfest Group	Pottstown, PA	563,909
19	TCA Cable TV	Tyler, TX	549,000
20	Post-Newsweek Cable	Phoenix	542,000

Source: Cablevision; April 29, 1996.

Table 13-7

**Top 25 Television Groups in the U.S. by Market Coverage**

Rank	Group	Headquarters	% Coverage of 95MM U.S. TV Homes	No. of Stations
1	Westinghouse/CBS	New York	31	14
2	Tribune (including Renaissance*)	Chicago	25	16
3	NBC	New York	25	11
4	Disney/ABC	New York	24	10
5	Fox	Los Angeles	22	12
6	Silver King	St. Petersburg, FL	20	16
7	Paxson Communications	West Palm Beach, FL	18	16
8	Chris Craft/BHC/United Television	New York	18	8
9	Gannett	Arlington, VA	14	15
10	Univision	New York	13	11
11	New World	Atlanta	13	11
12	Telemundo	Hialeah, FL	10	8
13	Viacom (Paramount)	Los Angeles	10	12
14	Young Broadcasting	New York	9	13
15	Sinclair Broadcasting	Baltimore	9	22
16	Scripps-Howard	Cincinnati	8	9
17	A.H. Belo	Dallas	8	7
18	Cox Broadcasting	Atlanta	8	7
19	Hearst	New York	7	7
20	Post-Newsweek	Hartford, CT	7	6
21	LIN Television	Providence, RI	6	9
22	Providence Journal	Providence, RI	5	11
23	Pulitzer	St. Louis	5	10
24	Ellis Acquisitions/Raycom Media	Atlanta	4	22
25	Allbritton Communications	Washington	4	8

\* Acquisition pending FCC and shareholders' approval.

Source: Broadcasting & Cable; July 8, 1996.

Table 13-8

**Top 20 Radio Groups in the U.S. by Audience**

Rank	Company	City	Listeners	No. of Stations
1	CBS/Group W/Infinity	New York	2,568,050	82
2	Clear Channel Communications Inc./ Radio Equity Partners/US Radio/HefTel	San Antonio	1,011,400	102
3	Evergreen Media Corp.	Irving, TX	815,500	35
4	Disney/ABC	New York	734,400	21
5	Chancellor Broadcasting Co.	Dallas	618,000	39
6	Jacor/Noble/Citicasters	Cincinnati	556,300	51
7	American Radio Systems Corp.	Boston	546,700	57
8	Emmis Broadcasting Corp.	Indianapolis	527,400	8
9	Cox Communications Inc.	Atlanta	519,500	38
10	SFX Broadcasting Inc./Multi-Market Radio	Austin	480,000	59
11	Viacom	New York	423,400	13
12	EZ Communications Inc.	Fairfax, VA	340,000	23
13	Bonneville International Corp.	Salt Lake City	339,500	20
14	Spanish Broadcasting System Inc.	New York	316,600	9
15	Gannett Co. Inc.	Arlington, VA	274,800	11
16	Secret Communications LP	Cincinnati	248,900	13
17	Susquehanna Radio Corp.	York, PA	247,600	17
18	Nationwide Communications Inc.	Columbus, OH	239,300	15
19	Greater Media Inc.	East Brunswick, NJ	206,200	13
20	Sinclair Broadcasting Group Inc./River City	Baltimore	201,800	33

Source: *Broadcasting & Cable*; July 8, 1996.

Table 13-9

**10 Magazine Ad Page Leaders in the U.S.**

Rank	Magazine	Parent Company	Pages
1	<i>PC Magazine</i>	Ziff-Davis Publishing Company	6,633
2	<i>Forbes</i>	Forbes, Inc.	4,542
3	<i>Business Week</i>	The McGraw-Hill Companies, Inc.	3,816
4	<i>People</i>	Time Inc.	3,328
5	<i>TV Guide</i>	NewsCorp. (The News Corporation Limited)	3,229
6	<i>Fortune</i>	Time, Inc.	3,328
7	<i>PC Computing</i>	Ziff-Davis Publishing Company	2,994
8	<i>Bride's &amp; Your New Home</i>	Advance Publications, Inc.	2,931
9	<i>The Economist</i>	The Economist Group	2,851
10	<i>Modern Bride</i>	K-III Communications Corporation	2,734

Source: *Advertising Age*; January 22, 1996.

## Chapter 14: Rate Card Data

◆ We have collected rate-card data from several sites to show how different publishers go about packaging and pricing their product.

### CNET ([www.cnet.com](http://www.cnet.com))

*The computer network on-air and online interactive showcase for computers, multimedia, and digital technologies*

CNET online serves 12MM pages of original content each month

830,000+ members

Average response rates across all advertising banners range between 3% and 4%.

Well-developed and executed banner campaigns have generated response rates of over 25%

All rates are gross and are based on a three-month minimum contract

Premium ad rates include, but are not limited to the following technologies: Java, Shockwave, server-push, Real Audio

Premium ad rates for SHAREWARE.COM, DOWNLOAD.COM, and NEWS.COM are calculated using a 15% markup

#### CNET online

\$15,000/month per 200K impressions

\$28,500/month per 400K impressions

\$38,475/month per 600K impressions

\$57,873/month per 1MM impressions

#### Premium Program for CNET online

\$17,250/month per 200K impressions

\$32,775/month per 400K impressions

\$44,246/month per 600K impressions

\$56,045/month per 800K impressions

\$66,554/month per 1MM impressions

#### SHAREWARE.COM/DOWNLOAD.COM

\$15,000/month per 500K impressions

\$28,500/month per 1MM impressions

\$38,475/month per 1.5 MM impressions

#### NEWS.COM

\$15,000/month per 150K impressions

\$28,500/month per 300K impressions

\$38,475/month per 450K impressions

### ESPNET SportsZone ([espnnet.sportszone.com](http://espnnet.sportszone.com))

*A full sponsorship package on ESPNET has three components:*

- 1) A sponsorship rotation across a minimum of 1,000 non-franchise pages
- 2) A targeted sport rotation
- 3) A listing in the Sponsor Index

#### Sponsorship (Rates) of One Sport Rotation:

One Month: \$25K per 1MM guaranteed impressions

Three Months: \$72K per 1MM guaranteed impressions each month

#### Traffic:

110MM qualified pages views/week

19MM HTML pages/week

An average of 2.5 MM visits/week

An average of 11.75 MM visits/month

#### Full Sponsorship General Rotation:

One Month: \$15K per 500K impressions

Three Months: \$43K per 500K impressions each month

### GeoCities ([www.geocities.com](http://www.geocities.com))

*A builder and operator for themed, virtual communities on the Web where individuals, businesses, and advertisers interact.*

Average CPM \$30

#### Rates:

Platinum

Gold

Silver

Targeted

Custom activities and events

#### Cost per month:

\$15,000/month per 500K impressions

\$10,500/month per 350K impressions

\$8,750/month per 250K impressions

\$3,500/month per 100K impressions

\$1MM plus

#### Traffic:

15 MM+ visits per/month

70 MM page views/month

### Happy Puppy ([happypuppy.com](http://happypuppy.com))

#### Traffic:

1.7 MM visits/month

An average of 70K visits/day

Open CPM rate is \$30

Inventory sold from 100K to 1.5MM per month,  
in increments of 100K impressions

Customized advertising programs are offered

**HotWired (www.hotwired.com)**

Online cyberstation whose editorial content is developed entirely for this medium

400K+ registered subscribers

18% of readers request information from advertisers

34% bookmark advertiser's home page

HotWired guarantees 100K page views with a combination of banners in top level and content level areas.

**Rates:**

\$15,000/month per 100K impressions

**International Data Group (IDG) (www.idg.com)**

Information specified is for PC World Online

**Sites include:**

Computerworld, Infoworld,

Macworld, PC World, NetworkWorld

CPM Range \$40-70

**Traffic:**

4MM page views/month

**Volume Sponsor Blocks:**

\$18,240/Quarter for 2MM impressions

\$14,535/Quarter for 1.5MM impressions

\$10,260/Quarter for 1MM impressions

\$5,700/Quarter for < 500K impressions

**Gross Rates:**

\$58,800/Quarter for 1MM impressions

\$43,890/Quarter for 750K impressions

\$30,590/Quarter for 500K impressions

\$15,960/Quarter for 250K impressions

\$6,650/Quarter for < 100K impressions

**Lycos (www.lycos.com)**

Navigational tool and search engine

**Traffic:**

5MM page views/day

**Home Page Sponsored Button:**

\$128K/month per 14MM impressions

Targeted Domain: \$32-40 CPM

CPM Range \$20-30

**Rates:**

\$6K/month for 200K impressions

\$12K/month for 500K impressions

\$20K/month for 1MM impressions

\$1,750 for Quick-start 60K impressions

**Target Country or Company:**

\$8K/month for 200K impressions

\$18K/month for 500K impressions

\$32K/month for 1MM impression

**Nando Times (www.4nando.net)**

News & Observer of Raleigh, N.C.

**Traffic:**

Approximately 7MM hits/week

**Rates:**

General (Run of Server)

Nando Times (ROS)

Sports Server (ROS)

Entertainment (Special Section)

Travel (Special Section)

Business (Section)

\$26-29 CPM

\$30-38 CPM

\$27-34 CPM

\$34-42 CPM

\$36-45 CPM

\$34-42 CPM

**Netscape (www.netscape.com)**

Millions of Internet users begin each session on Netscape's home page

CPM Range \$17-25

**Pages included with each program****Platinum**

Net Search

Company & Products

Assistance, Netscape Products

Windows Helper, Applications

**Silver**

Net Search, What's Cool?

Helper, Applications

Destinations

Home Page, People

**Total Coverage:**

\$46,000/month per 2.25MM impressions for all pages in Platinum, Gold, or Silver

Fixed Pages \$12,750/month

Platinum: \$20,400/month for 1MM impressions

Gold: \$17,000/month for 750K impressions

Silver: \$12,750/month for 500K impressions

Banner Ads on Destinations: \$8,500/month for 500K impressions

**Gold**

Net Search

What's New?

About the Internet

Table of Contents

Yellow Pages

**Banner Ads on Destinations**

Hardware/Software

General & Technology News

Finance, Marketplace

Sports, Travel

Entertainment

**Pathfinder (www.pathfinder.com)**

*Time Warner home page includes:*

People Online,  
Sports Illustrated SI online,  
Money & Personal Finance,  
CNNfn, Fortune Business & Investing  
Entertainment Weekly Online,  
Techwatch with The Netly News,  
Fitness & thrive@

**Traffic:**  
40MM hits/week  
9MM page views/week

**Rates:**  
\$19 CPM — 1 month  
\$22 CPM — 2 months  
\$25 CPM — 3 months

CPM Range \$19-25  
Catalog Select — Promote a retail catalog  
\$0.50 per qualified lead  
\$1,000/months buys an ad directory link

**United Media (The Dilbert Zone) (www.unitedmedia.com/comics/dilbert/)**

*An electronic comic strip featuring the trials and tribulations of a beleaguered corporate employee and his canine companion*

Average CPM \$70

**Traffic:**  
778K+ unique visitors in October  
3MM+ ad exposures delivered in October

**Rates:**  
Masthead — \$15,500/week for 310K impressions  
Archive — \$6,000/week for 120K impressions  
Sunday Strips — \$1,750/week for 35K impressions

**USA Today Online (www.usatoday.com)**

*Graphically oriented online paper*

Eight-week minimum ad run

Headlines — ad located in front lead story on main section and next to lead story on special section front (section and special section fronts)

Ribbons — ad located in title of contents page (content pages)

Floating strips — ad located on bottom of middle of pages (all)

Sponsor units — button logo on chart of map (section fronts)

**Traffic:**  
53 MM page views/month  
8MM+ visitors/month  
Average pages accessed per visit 6.5

**Sampling of Ad buys**  
Fixed Graphics Space  
General Life Headline  
Money Headline

8/96 Estimated Exposures  
534K exposures/month— \$16K  
900K exposures/month— \$27

**Rates:**  
\$30 CPM for any type and placement ad  
Free overdeliveries (\$0.03 per exposure)

Floating Graphic Space  
General USA TODAY Index Page  
Life Front Page  
Crossword Puzzle Page

7/96 Estimated Exposures  
734K exposures— \$22K  
549K exposures— \$16  
86K exposures— \$2.5K

**Yahoo! (www.yahoo.com)**

*Contains organized information on tens of thousands of computers linked to the Web*

CPM Range \$20-50

**Rates:**  
\$10-15K/month per 500K impressions  
\$5K/month per 100K impressions  
\$20 CPM — Run of Yahoo!  
\$20 CPM — Run of category  
\$30+ CPM Fixed category

**Search Keywords Rates:**  
Top 100 keywords are \$60 CPM  
10,000+ impressions/month \$50 CPM  
Up to 10,000/month \$500 flat fee

**"Weblaunch" rate for new Web sites:**  
\$1,000/week to share rotation on 60-80K impressions  
(All keywords are single words)

**Traffic:**  
1MM individual visitors/day

interactive promotions with giveaways — \$50-75K

**ZD Net (www.zdnet.com)**

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Ziff Davis Publications — from the publisher of several computing publications and newspapers, including:

*PC Magazine*

*PC Week*

*PC Computing*

*Computer Shopper*

*Windows Sources*

*MacUser & MacWeek*

*Inter@ctive Week*

*Computer Life*

*FamilyPC*

*Internet Life*

CPM Range \$40-74

**Rates:**

Full Coverage Package (quarterly)

\$40,500/quarter for 750K impressions

Full Coverage Package

\$13,750/month for 250K impressions

Business Package, Internet Package

\$12,475/month for 167K impressions

PC Direct Package

\$6,000/month for 100K impressions

WWW Consumer Package

\$4,800/month for 50K impressions

Classifieds

\$600/month for 40K text impressions

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# *MORGAN STANLEY*

**20-3, Ebisu 4-chome  
Shibuya-ku, Tokyo 150  
Tel: (813) 5424-5000**

**3 Exchange Square  
Hong Kong  
Tel: (852) 2848-5200**

**1585 Broadway  
New York, New York 10036-8293  
Tel: (212) 761-4000**

**Canary Wharf / 25 Cabot Square  
London E14 4QA  
Tel: (071) 513-8000; 425-8000**



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