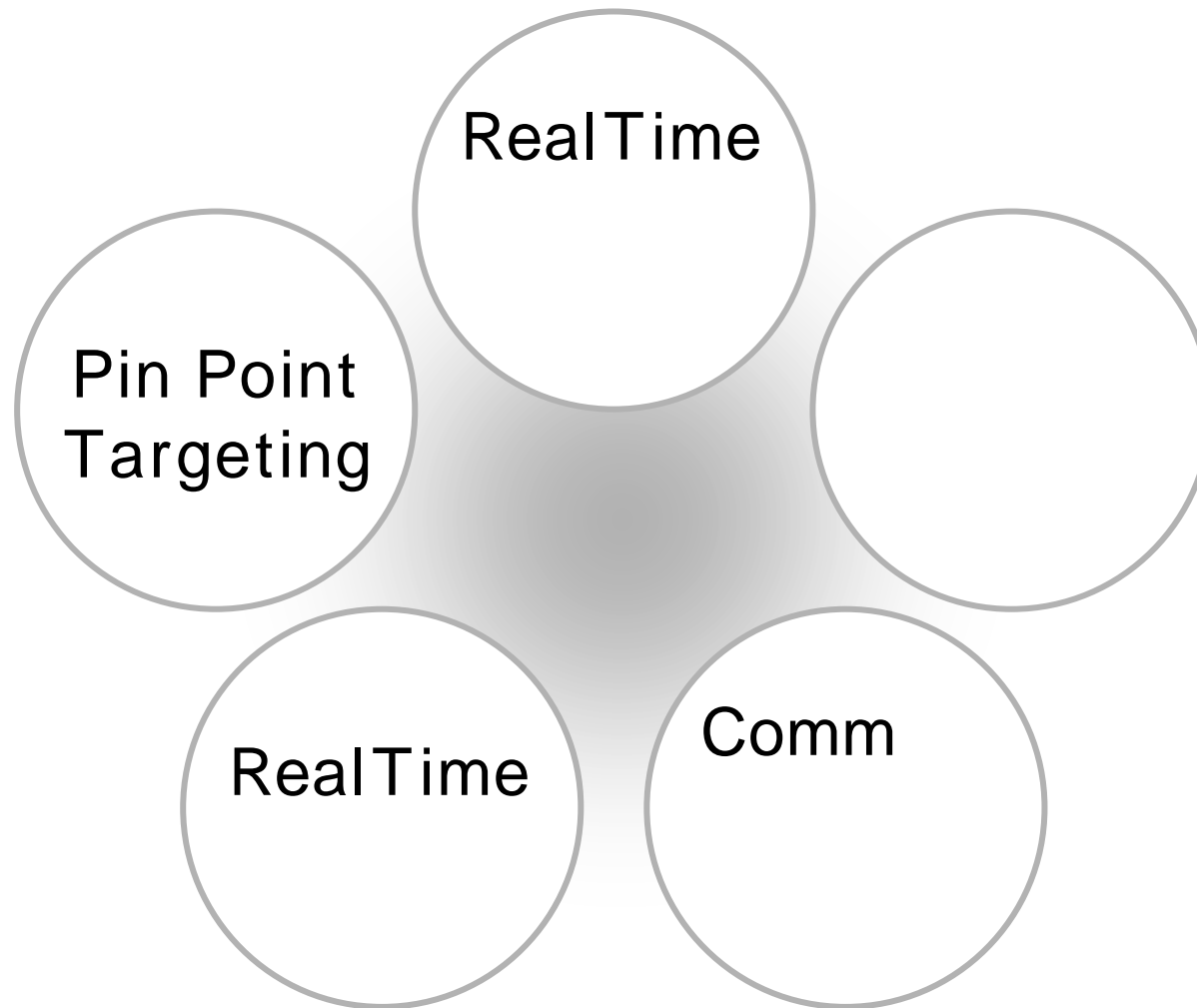


-



- (GRP)
- Rating
- ,
- CPM
- CPRP

- Awareness ()
Interest ()
Desire ()
Action ()

(Exposure)

- Mass Communication
- Brand building
- (GRP)
- CPM
- Impression
- Traffic

) cnn.com, cnet.com
yahoo.com

(Interaction)

- 1:1 Communication
- Direct marketing
- Click-through
- Action
-

가

) amazon.com
dell.com
hotmail.com

(User - centric)

- ()
-
- 가
-

: Media Metrix/RelevantKnowledge

Nielsen/NetRatings, PC Data

: , (Realmeter)

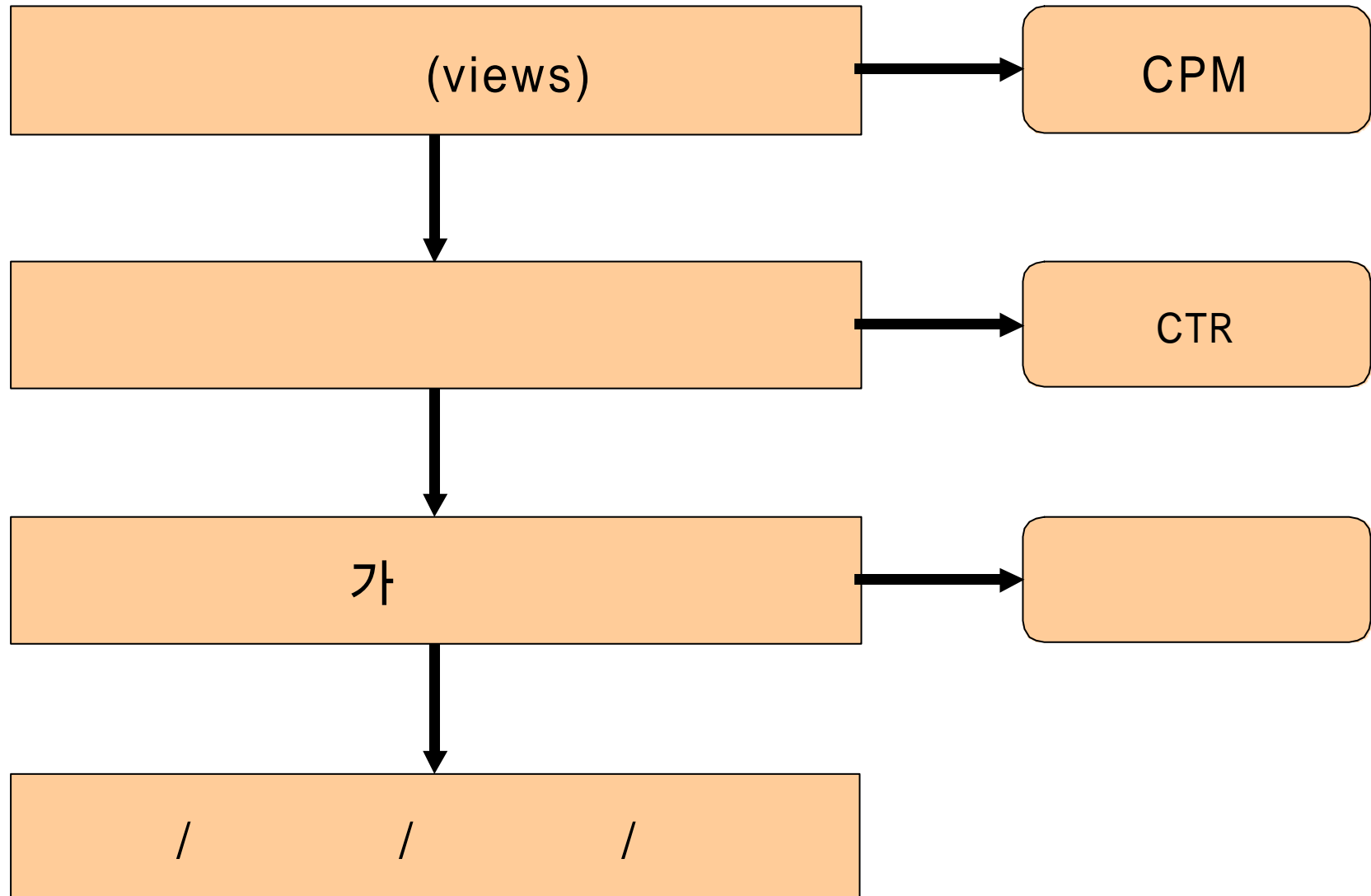
(Site - centric)

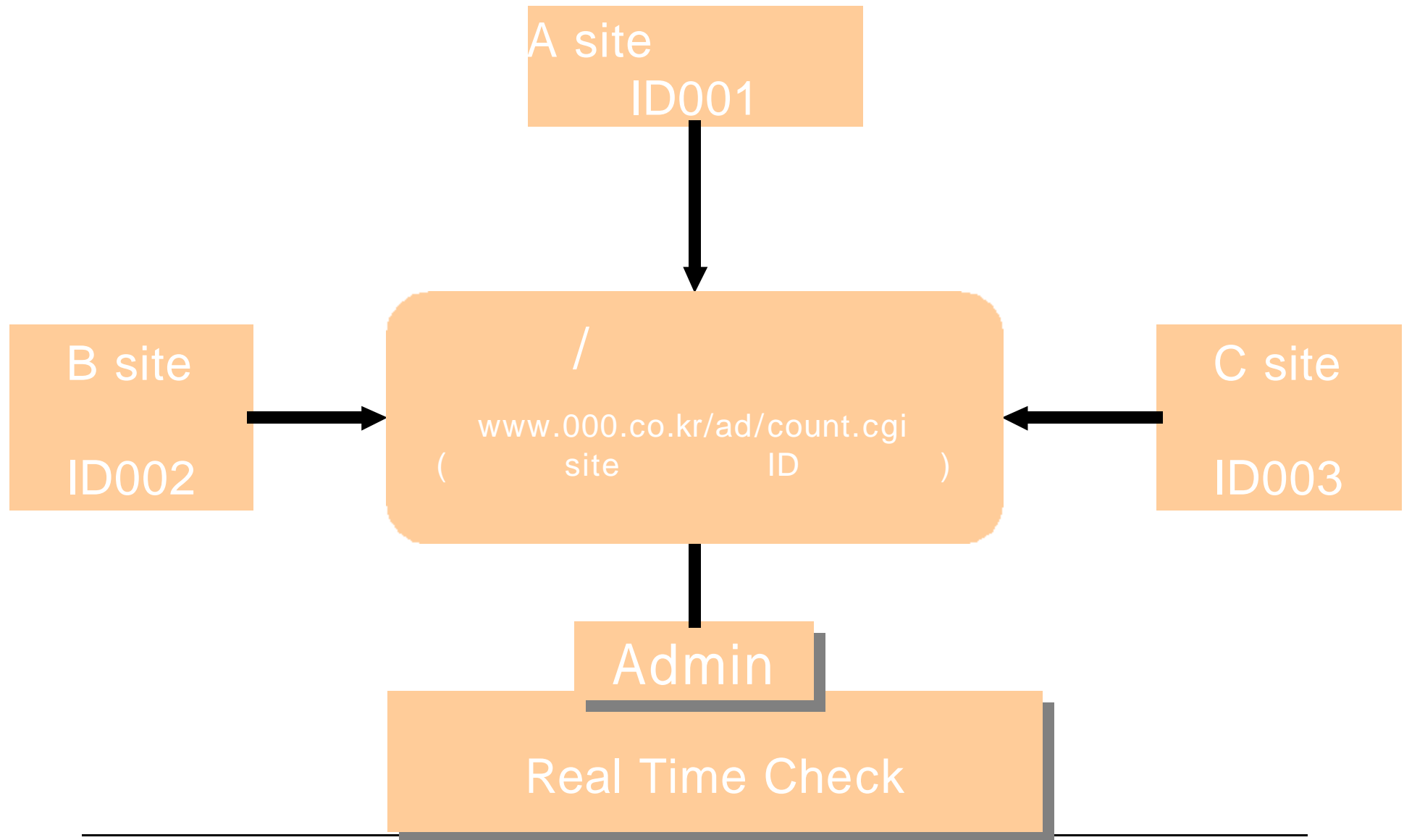
-
-
-
-

Cookie

: I/Pro, NetGravity, WebTrend, Accipiter
Interse, AdKnowledge, MatchLogic
: ABC

	Impression Unit of time spent
	Click - through
	/ Sales lead





				Real Time Report	
	Page View	Clicks	CTR		
					CPM
					CPM
				/	CPM
					CPM
				/	CPM
MBC				/	가
SBS				/	가
				/	CPM + 가

				Real Time Report	
	Page View	Clicks	CTR		
				/	가
				/	가
				/	가
				/	가
				/	가
				/	가

-
- Pilot /Text: 가(1,000 - 800 /1)
- Run of Yahoo: 20,000 - 9,500 /CPM
- Run of Category: 30,000 - 20,000 /CPM
 - : 33,000 - 22,000 /CPM
 - : 20,000 - 9,500 /CPM
- Run of Sub Category: 33,000 - 22,000 /CPM
- Fixed Category: 40 /view(5,000view)
- Search word: 50 /view(5,000view)

-
- :
 - SA: 1,800 / , A : 1,500 / (800X600)
 - B : 1,200 / (1024 X 768)
 - C : 1,000 / ()
 - Full Banner() : 1,500 / ()
- - A : 500 / ()
 - B : 300 /

- / /
- : 1,500 /
- : Targeting
 - : 300 /1 (70 views/)
 - / : 5 /view
 - 1 1.5 /view 가
 - *20 : 2 view 3 가
- - 10
- Direct E-mail
 - 100 / :
 - 20 가