

## **Selling ads by Time Frame or Impressions**

### **Time Frame**

Selling ads by Time Frame means the ad will run for a pre – determined length of time. This Time Frame must be stated on the insertion order. Any deviation from the set months will require a revised insertion order. Having ads run on a Time Frame basis allows you to forecast future available inventory, and allows the ad to generate as many impressions as possible in that time. In contrast the ad can get very few impressions in that Time Frame as well.

### **Impressions**

Selling an ad by on an Impression basis, means the ad will run on the website until it has generated a pre – determined set of impressions. This impression goal must be noted on the insertion order. Any deviation from the set impression goal will require a revised insertion order. An impression is logged (by Accipiter) every time the ad fully loads on the web page. We do not sell ads by click through. Please consult a Web Production Manager before selling by impression. They can provide you with a realistic impression goal. Please do not use Hit Box or other general site traffic numbers as they do not take important ad variables into consideration.

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