



Across

1. What Yahoo now tracks and incorporates into their advertising offerings (goes with 26 down)
8. Group used for testing ads and applications
10. Third in the family
11. 21st century communication
12. Track
13. Does not guarantee click and a long way from buy
15. It's behind ever great online advertising campaign
16. Fashionable
17. Surveyed, in a way
19. ___ tail advertising
20. Blood group
21. Exercise class (abbr.)
22. Cheat

Down

1. Does this word express the future for online advertising?
2. One type of media that is more and more used in online advertising
3. Tech exec.
4. Takes on board
5. Yes, for Ugly Betty's dad
6. Fix deeply
7. Yahoo competitor
8. Modeling
9. Google to Microsoft
14. Trend-setting
17. ___ Dhabi
18. Consume
20. What an advertiser wants a visitor to do
21. Reputation

24. Development platform for new ideas
29. Online ad serving site (goes with 31 across)
30. Neo ___s
31. See 29 across
32. __, shucks
33. ___ listed (good for an e-mail list)
37. Study
38. AdBrite founder nickname
40. Have an obligation to
41. ___ IP
42. Special perception
43. Ipod downloadable
44. ___ down- analyses a small area or topic
48. They serve 6 billion ads per day
50. Technology relating tracking users' actions on websites
53. Sound system, briefly
54. Useful feed
56. Period just before launch
57. Testing mode
58. ATTAP product which is based on the concept of people choosing the ads they want to watch
23. Note ___
25. Innovative
26. See 1 across
27. Single
28. Goes with fusion
33. You and me
34. Very successful and interactive TV show
35. Tracking devices
36. Achieve involvement, what any ad campaign should do
37. What Linux and Santa have in common (2 words)
38. Message afterthought, abbr.
39. Pop __
42. Compass direction
45. Read only, for short
46. Information services accessible with mobile devices through the mobile network
47. Ceiling
49. Copy
51. Broadcast
52. Vegas state
55. For this reason

P	U	R	C	H	A	S	I	N	G		P	E	E	R
A		I	I	I		I	M		O		O			I
R	E	C	O	R	D		B	R	O	W	S	E		V
T		H		E			E		G		I	D	E	A
I	N		A	S	K	E	D		L	O	N	G		L
C		A	B			A		P	E		G	Y	P	
I	N	C	U	B	A	T	O	R		C			A	D
P	E	T		E			N		M	O	B		D	
A	W		W	H	I	T	E			L		C		E
T		R	E	A	D			P	U	D		O		N
O	W	E		V	O		E	S	P		S	O	N	G
R		D	R	I	L	L	S			R		K		A
Y	A	H	O	O		B	E	A	C	O	N	I	N	G
	P	A		R	S	S		I		O		E	V	E
B	E	T	A		O			R	I	F	F	S		