Contextual Advertising

WHAT IS IT?
Contextual advertising is "the placement of advertising next to related content" according to the Internet Advertising Bureau. It is a system employed to identify keywords, phrases and topics in an article and display relevant advertising next to it.

HOW DOES IT WORK?
When booking an advert choose a target group for your business from a set list of categories (see left). Each category has its own dictionary of at least 50 keywords, which are picked up by the contextual advertising system as it scans an article, and a relevant advert is displayed. The system is also configured to avoid controversy and error by avoiding pronouns and duplication, and utilising an "unsuitable" category to filter out the more shocking news stories.

WHY USE CONTEXTUAL ADVERTISING?
Simply, contextual advertising is more effective because it is more specific. By targeting the advert at the audience most likely to respond to it, there is less waste.

SO FOR EXAMPLE
In an article placed under the contextual group of "family", the keyword "walk" has been detected and an advert for the National Trust is displayed. There is also the option of creating bespoke categorisation on a per advertiser basis.

Sport
Weather
Arts and Entertainment
Automotive
Beauty
Business
Careers and jobs
Environment
Consumer electronics
Education
Families
Fashion
Finance
Food and drink
Local government
Health
Hobbies / general interest
Home and garden
Charity
Non football sports
Travel
Pets
Burglary