

## 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

The screenshot shows the Watford Observer website interface. At the top, there is a navigation bar with links for News, Sport, Leisure, Info, Pictures, Your Say, Community, Family, Jobs, Homes, Cars, Dating, Local Directory, Buy & Sell, and Advertise. The main content area features an article titled "Plumpton Circular" by Ben Perkins, dated Saturday 22nd May 2010. The article text includes the word "walk" circled in red. To the right of the article is a weather forecast for Watford showing 15.0°C and a 98% chance of rain. Below the article is a photo of an old road near South Chailey. At the bottom right, there is a National Trust advertisement for a family time walk, also circled in red.