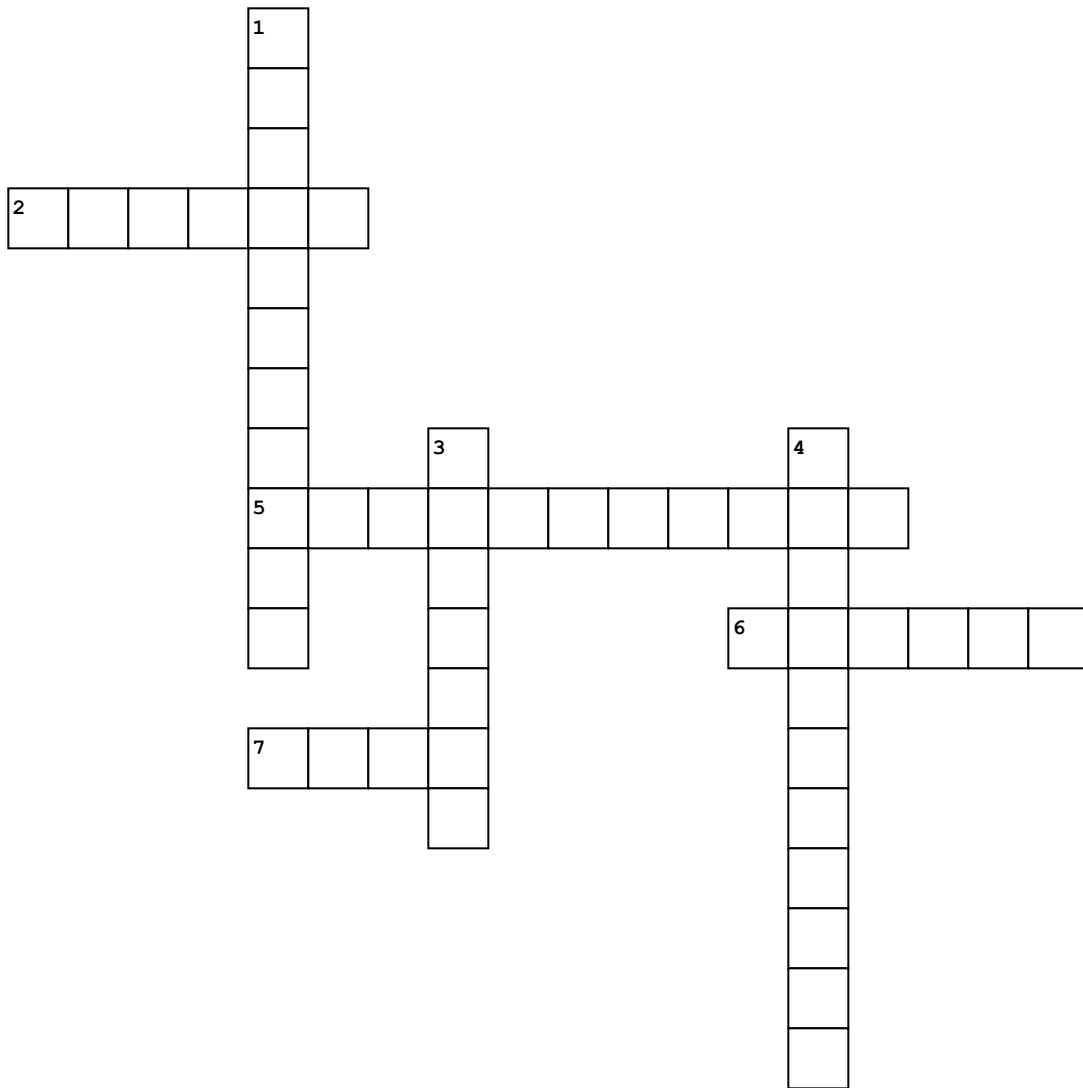


14.1 Key Terms



Across

- 2. ads Displayed across the top or bottom of the Web page.
- 5. The public promotion of something such as a product, service, business, or event, to attract or increase interest in it.
- 6. ads Appear in a new browser window when you first log in to a Web site.
- 7. media Channels of communication, such as television, radio, and newspapers.

Down

- 1. advertising Consists of ads sent by mail to people's homes and businesses.
- 3. A broadcast made on the Internet.
- 4. A 30-minute commercial.