

ONLINE AD DOLLARS LEAP 10 TO 1.5

By Bambi Francisco, CBS.MarketWatch.com
Last Update: 12:01 AM ET Nov 16, 2004

SAN FRANCISCO (CBS.Market Watch) -

Based on fresh reports Monday, the ratio of online ad dollars spent...will end the year at roughly 10 to 1.5, a significant leap from several years back.

The Internet Advertising Bureau said that online advertising dollars shot up 35 percent in the third quarter to \$2.43 billion.

At that rate online advertising in 2004 "is shaping up to be a record year, possibly exceeding by a large margin the previous revenue record," of \$8 billion set in 2000, the Bureau said By some estimates online advertising could reach \$10 billion this year.

So now that the Web has been commercial for about 10 years, can we conclude that the online advertising model is a better mousetrap? Apparently...YES!

Indeed, it becomes clearer each day... So, let's just conclude right now:

ONLINE ADVERTISING WINS!

EDITOR'S COMMENT:

KEYWORD ADVERTISING IS THE KEY!