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## **THE ADVATTAGES AND DISADVATTAGES OF ADVERTISING ON THE INTERNET**

Advertising is the branch of marketing that deals with communicating to customers about products, brands, services and companies. The Internet, as a global communications medium, provides advertisers with unique and often cost-effective ways of reaching advertising audiences. As with all media, however, advertising on the Internet has unique advantages and disadvantages.

Advertising on the Internet is almost a necessity for modern businesses, especially those that do business outside of their local community. Consumers use the Internet for more than simply entertainment or information, as they do with radio, television, magazines and newspapers. Consumers use the Internet to assist them in nearly every aspect of life, creating countless opportunities to place relevant, targeted ad messages.

The Internet's vast reach can allow advertisers to reach significantly more people than traditional advertising media at a fraction of the cost. Internet advertising is ideal for businesses with a national or international target market and large-scale distribution capabilities. As a rule, the more people your business serves, the most cost-efficient internet advertising can be. Internet advertising can also be more targeted than some traditional media, ensuring that your messages are seen by the most relevant audiences.

All the advertising in the Internet can be divided into two types: the banner and no banner advertising. No banner advertising includes direct mail, ICQ, chat rooms, commercials, multimedia and plain text. In terms of the effectiveness the most noteworthy of the mentioned above is mailing list. The main requirement to the mailing list is its formativeness, which significantly increases its efficiency. When to the newsletter mailbox owner subscribes he expects to receive interesting and important information or news for himself, but he does not expect to receive emails just with advertising.

**Banner Add.** Banner is a small graphic image that may include company logo, product image, drawing, which should attract the attention of potential customers. There are two ways to implement a banner ad campaign into the Web: advertise directly to the server, or theme, and advertising in the exchange of banners (banner network). The right choice is to combine these two possibilities, while monitoring and analyzing the effectiveness of each banner and resource.

**Context Add** is advertising on the web-page which contains the same information as the web-page. Generally in order to place context Add we can use thematic site. The context Add is the most effective where the page context is given by the user himself. For example, the searing system: Yandex, Google, Rumbler.

One disadvantage of advertising on the Internet is that your marketing

materials are automatically available for anyone in the world to copy, regardless of the legal ramifications. Logos, images and trademarks can be copied and used for commercial purposes, or even to slander or mock your company. This is not the case with television and magazine advertising, wherein images must be replicated rather than simply copied electronically.

Another disadvantage is the fact that the Internet-advertising gold rush has begun to introduce ad clutter to the Web. Web users are so inundated with banner ads and spam email that they have begun to ignore internet advertising just as much as ads on traditional media.

In addition to advertising, the Web offers high-impact opportunities to leverage word-of-mouth marketing and generate buzz about your company. Product review websites and social media outlets, among other web communities, allow customers to praise or condemn your company based on their personal experiences. Thus, the Internet ties the customer service component directly to advertising.

The Internet is likely to continue to play a large role in individuals' lives in the foreseeable future. Whether personal computers remain the dominant method of accessing the Internet, some form of global communication network will likely be a reality for many generations, creating effective avenues of sending advertising messages to consumers in the community and around the world.