NetLingo.com Media Kit

Founded in 1995, NetLingo.com is the oldest website that specializes in Internet terms and the only website with the largest list of text and chat acronyms. NetLingo defines the online world of business, technology and communication, and offers several products and services designed to educate and empower users. Updated daily, it contains thousands of new terms along with articles, downloads, lists, and user-generated terms. NetLingo.com generates traffic in the millions and site visitors continue to grow in the U.S. and internationally.

Rank and Coverage

Ad Serving & Creative Requirements
Creative is subject to our approval. Direct sponsors may change their creative on a weekly basis.

Demographics
70% of our audience is women. 75% live in the U.S. 50% have children. 34% are Baby Boomers, 31% are Gen X, 33% are Gen Y. 73% have more than 2 computers at home; 82% have more than 2 handheld devices. 85% spend more than 3 hours a day online. (Site survey via Survey Monkey)

Most Prevalent Interests (totals don’t equal 100% as individuals have more than one interest, by Engage):
61% Online Entertainment, 32% Games, 24% Online Shopping, 22% Reference, 16% Computers

Why NetLingo.com Maintains Popularity
There is a huge need to keep up with the Internet and technology, not only at work but also at home, especially for parents. This language changes every day and millions of people are using it. As the Internet continues to develop, the NetLingo.com database continues to grow exponentially. “Net lingo” as it is known, is the “talk of the Internet”, the “cyber speak,” the new terms and technology and companies and products that have sprung out of the creation and community of the Internet. Thousands of new words have emerged since the christening of the Web and millions of people who use the Internet for personal and professional reasons have had to learn, quite literally, a new language. NetLingo.com is the current authoritative reference on Internet terminology. It is widely used within the Internet industry and the general public. It is a resource with the unique aspect of being a reference-based product that serves the needs of the online population and will be used and revisited by everyone with Internet access.

Reach Millions with NetLingo.com
NetLingo offers unique targeting capabilities that provide opportunities to communicate with individuals interested in Internet information and technology goods; these are consumers who will buy your brand. Our “infomediary” approach allows us to maintain our commitment to member privacy, editorial integrity, and scientific standards and to provide you with great advertising opportunities. NetLingo has helped hundreds of companies reach their target audience and improve their marketing results, let us help you too!

Contact: info@netlingo.com
Advertising Placements

SMFS

Social Media Fatigue Syndrome

An acronym that is actually text messaging atstellar and used primarily in online marketing to describe the feeling of being overwhelmed by the challenges of keeping up with current media.

See also: "digital social media"

NetLingo Classification: Online Language

download

Widest Skyscraper

updates

First Time User

David

Download

Share this:

Leaderboard

Button

Button

Contact: info@netlingo.com
NetLingo.com Display Advertising

NetLingo offers several display advertising opportunities in standard sizes at competitive rates. Please contact us for pricing.

**Placement** | **Dimensions**
---|---
**Full banner** | 728 x 90
Appears above the fold on all pages

**Wide skyscraper** | 160 x 600
Appears above the fold on all pages

**Leaderboard** | 728 x 90
Appears at bottom on all pages

**Buttons** | 120 x 90
Appears at bottom on all pages

**Mobile** | 234 x 60
Appears above the fold on all pages

**Pop-under** | 250 x 250
Displays before the user enters the site

**Exclusive Site-Wide Sponsorship**
Your ads appear exclusively on the entire website
Displays at top and bottom on all pages

Contact: info@netlingo.com
NetLingo.com Text Advertising: Monthly & Annual Programs

Monthly and annual prices are set fees based on availability.*
Please contact us for pricing.

Text Links on Website – Monthly basis; minimum 3 months
Text link appears at bottom on homepage only; on homepage, text, and smiley;
on entire website including homepage, text & smileys

Text Links on Email Newsletter - Monthly basis; minimum 3 months
Text link appears in our free daily word & acronym of the day emails to thousands of subscribers

Dedicated Page – Annual basis
Text link appears at bottom on all pages, links to exclusive page with
100 words and 3 links Example: http://www.netlingo.com/communities.cfm

Sponsor a Definition – Annual basis
Exclusive sponsorship, includes 2 links and 2 downloads
Example: http://www.netlingo.com/lookup.cfm?term=virtual%20hosting

Exclusive Product Information Sponsorship
Your ads appear exclusively on NetLingo information products and guides
Displays in a “brought to you by” sponsorship on cover and dedicated pages

* Monthly and annual advertising programs require payment in-full before the campaign begins; there is a
2.9% processing fee added to all final amounts; we do not allow audio or adult sites to advertise.