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### Content Analysis of Online Advertisements on Informational Websites

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#### ABSTRACT

Internet has become such a wide platform that newspaper, television and even radio has become the traditional medium for the marketers to publish or broadcast their advertisement. From one stop shop to e-tailing, buying behaviour of consumer is changing drastically, so is the way of targeting the consumers by the marketers and advertisers. Hence, this paper focuses on the scope of online advertisements that appear on the homepage of informational websites of hindustantimes.com and indiatimes.timesofindia.com. So after analysing the homepages for one week consecutively on fixed parameters it was concluded that layouts play a major role as far the designing of the website and banners advertisements are concerned. Most of the service oriented advertisements are designed in copy heavy layouts as compared to tangible products that are designed in big picture layouts. People get more attracted towards movable advertisements that might be in animation, video or effects mode and should show the functionality of the product if required.

#### 1. INTRODUCTION

Internet nowadays has become a great source of information consumption and what has led to its growth is the expansion of concept of information communication technologies. With internet penetrating in our lives so deeply marketers have found new ways to reach out to its consumers through online advertising. Hence *David Meerman Scott, Marketing Strategist and Author of 'The New Rules of Marketing and PR' quoted 'Instead of one way interruption, Web marketing is about delivering useful content at just the precise moment that a buyer needs it'.*

According to *Shane Rivers'* Internet/Online advertising is the process of marketing services or products on the www (world wide web). This can be done through utilization of search engines, banner ads on websites, affiliate marketing, email marketing, etc.' (Khan & Pal, 2014). Internet Marketing is the online advertisement and selling of products, services or businesses through the Internet both at the same

time. There are various strategies i.e. Search Engine Optimization, Pay Per click, Affiliate Marketing, E-mail marketing, Viral Marketing etc. Internet advertising can be defined as correlation of information and sales at one place. Though Internet offers a number of advantages, it must be used with utmost precaution along with other medium of approaching the target customer. An effort has been made to show the changing face of marketing and advertising in today's scenario.

With the increase adoption and fission of the Internet, World Wide Web is becoming gradually a standard advertisement platform. The Web is offering business advertisement world with more rich media tools, interactive services, and global reach. The need is to understand the target consumers and then strategize wisely in order to gain maximum out of this new medium (Bakshi, 2013).

Generally internet advertising is working to achieve four goals:

1. **Detail but to the point information about the products and services:** As the website pages are very dynamic, therefore online advertisements are designed in such a way that they impact the netizen instantly and provide information to the point. Especially in copy heavy layout format of the online advertisements, crispy words are picked up to influence the impact the consumers and make an impact. For example: Shop Now, Know more in context to still ads and even videos are for 2 to 3 sec for creating an impact.
2. **Increase sales:** Interactive marketing is the new thing in the business world where every brand is trying to make consumer a part of their promotion. In present scenario, every brand either has their Facebook page or has its advertisements on popular websites for their enhancing their sales and increasing their profits.
3. **Business Value Customer Satisfaction Internet Advertising:** Internet advertising lays a lot of emphasis on customer satisfaction as it is the only way a brand can progress. Internet being a social platform spreads everything at a light speed and thus it is very important for any brand to create a creditable goodwill for them. As new concept doing the rounds in the marketing world is that consumers are brand ambassadors for a particular brand and its marketers as well.
4. **Customer retention:** Internet has penetrated deep into our society and has made each of us technologically dependant. This feature has been taken to the advantage by the marketers who target the consumers at every feasible point. As people spend maximum of their time online, the brands advertise their product every now and then with popular ad formats to enhance their brand retention and recall value.

### 1.1. Homepage

A home page is a webpage that serves as the starting point of website. It is the default webpage that loads when you visit a web address that only contains a domain name.

For example, visiting <http://hindustantimes.com> will display the Rediff home page. There is no standard home page layout, but most home pages include a navigation bar that provides links to different sections within the website. Other common elements found on a home page include a search bar, information about the website, and recent news or updates. Some websites include information that changes every day.

## 1.2. Page Layout

According to **Prof. Jef L. Richard, Michigan State University** 'Creativity without strategy is called art; creativity with strategy is called advertising' (Richards, 2013). This definition very aptly defines the creative aspect of advertising.

It is part of graphic design that deals in the arrangement of visual elements on a page. It generally involves organizational principles of composition to achieve specific communication objectives. It refers to the arrangement of text, images and other objects on the page.

The arrangement of elements in electronic document encompasses all the elements used for designing print advertisement. The elements for designing a web page includes page margins, text blocks, images, object padding and any grids used to define position of objects on the page. The people specialized in page designing also known as web developers use specific software for its designing.

## 2. REVIEW OF LITERATURE

With the increased adoption of ad fission of the internet, World Wide Web is becoming gradually a standard advertisement platform. The web is offering business advertisements world with rich media tool, interactive series and global reach (*Bakshi, 2013*). It is interesting to study that where so much of research has been conducted regarding future of online advertising and the consumer behaviour towards it, less focussed has been given to internet advertisements and their layouts that are carried on the homepages of different websites. Creativity was found to be the most influential variable considered by advertising agencies internal and external variables include; relationship management, uncluttered homepage, creativity, lead generation, account manager, direct email, and sponsorship ads (*Behboudi, Hanzae, Koshksaray, Tabar, & Taheri, 2012*). It was also researched that clean webpages have a more positive impact on advertiser and site perception compared to cluttered multi ad environment (*Mitchel, 2012*).

Web advertising creates negative and positive perceptions among its consumers. They perceive web advertising as portraying too much of sex and on the other hand as strong source of information and is a good thing to look at concluded (*Aziz & Ariffin, 2010*). Banner and pop up ads are both annoying & extensively intrusive in nature. Opinion about advertising is positive but opinion about banner ad is negative (*Kozlen, 2006*). While reviewing the research papers, it was found that maximum of content analysis has been done in the area of business, political and library websites (*Zhang, 2005*). It was also found that effectiveness of advertising is maximum when website content is relevant to the advertised product category whereas when the website is of good reputation, exhibiting relevant products doesn't matter (*Shamdasani, Stanaland, & Tan, 2001*).

As there are numerous types of websites available for displaying the online advertisements, major concentration is placed on the homepages of the websites. Homepages generate feelings among consumers and also affect their attitude towards exploring the website further (*Singh & Dalal, 1999*). Though people enjoy looking at internet advertisements, its formativeness and utility for making behavioural purchasing decisions also plays a key role (*Schlosser, Shavitt, & Kanfer, 1999*).

## 3. JUSTIFICATION OF THE STUDY

The review of literature shows that informational category of websites especially news websites have not been studied to that extend, therefore a lot of scope prevails for further researches in this aspect. Most of

the studies are on aesthetics of homepages but its layout aspect is yet to be examined which leads to the proposed study. The creative aspect and creative parameters in context to online advertisements are also the area which has been not studied at a length so the proposed study aims for that angles so that a new dimension may be carved out.

#### **4. RESEARCH PROBLEMS & OBJECTIVE**

Therefore, the above research problem can only be studied by achieving the following objectives:

- (a) To examine various creative aspects of designing the online advertisements.
- (b) To study the relevance of website category verses category of advertisements displayed on homepages of websites.
- (c) To find out types of information given on the online advertisements which are on homepages of websites.

#### **5. THEORETICAL FRAMEWORK OF RESEARCH**

This study is based on the model of communication provided by Harold Lasswell that explained that the stream of communication is made up of statements, and the key questions to ask about any statement are: What is said? Who says it? Who is affected, how? Symbol analysis [content analysis] is concerned with ‘What is said’ (Macnamara, 2003).

In this research as per his model, who stands for the marketer or online strategist, says what is the content that is being communicated to the netizens, channel is online advertisements, whom stands for the consumers and by what effect we mean to study is influence on the masses.

**Table 5.1**

<i>Question</i>	<i>Element</i>	<i>Analysis</i>
Who	Communicator	Control Analysis
Says What?	Message	Content Analysis
In which channel?	Medium	Media Analysis
To whom?	Audience	Audience Analysis
With What effect?	Effect	Effects Analysis

#### **6. RESEARCH METHODOLOGY**

To search out the answers for the above questions, the method of content analysis was used. “Content analysis is any research technique for making inferences by systematically and objectively identifying specified characteristics within text” (*Stone, Dunphy, Smith & Ogilvie, 1996, with credit given to Holsti, p. 5*);

The homepages of two epaper websites were selected on the basis of their popularity and circulation i.e. the Hindustan times and the Times of India and studied for the period of one week consecutively. Each website was studied for a period of one week independently on fixed parameters to study the trend of the online advertisements appearing on the homepages. After studying the homepages for one week, generalized trend was noted for homepages to understand the nuances of the online advertisements appearing on the

homepages. The parameters selected from the study have been selected from the review of literature and are as follows:

1. *Type of internet advertisements*: Various type of internet advertisements appearing on the homepages.
2. *Space*: Space refers to the space occupied by an internet advertisement on the home page of a website and is measured in pixels.
3. *Number of advertisements on homepage*: To know how many advertisements appear on the homepage.
4. *Product category*: Product category refers to the genre of various product advertisements available on the homepage of a website. For example: The product category of Nano is Car.
5. *Purchase option*: Purchase option is the payment option available on the website for making an online purchase.
6. *Ad Layout*: Types of advertisements layout used for designing the advertisement.
7. *Page Layout*: Every website follows a set pattern for its designing and has many classifications under it. Various types of website layout are Grid Pattern, Fixed Sidebar, Multi Panel layout and Headline and gallery layout
8. *Information Availability*: This parameter would study the amount of information available in the advertisement regarding the product on sale.
9. *Placement of ad*: Placement of the advertisement on the homepage.
10. *Duration of Ad*: How long does the advertisement exist while surfing the website.
11. *Animation/Effects*: Are there any effects or animations used while designing the advertisement.
12. *Use of words for Persuasion*: What kind of words is used in advertisement to persuade the consumer to buy the products or attain their attention?
13. *Close option available*: To deviate from the running advertisement, what kinds of options are available on the advertisements?
14. *Colors*: Colors used while designing the advertisement.

### **6.1. [www.hindustantimes.com](http://www.hindustantimes.com)**

HT Media Ltd commenced its journey in the media world with the inception of newspaper Hindustan Times in 1924. HT Media has various ventures under its umbrella like radio, business newspaper, entertainment channels and internet. Hindustantimes.com, an internet business of HT Media runs under the Firefly e-ventures. The website follows the headline and Gallery layout for its design that makes the content of the page very appealing and categorized. The website used various advertising formats like banners ads, interstitials, pop ups and pop under. The content of the website contains various information about all the categories happening and is regularly updated whereas also contains the option for epapers circulated in different zones.





Figure 7.1: Print screen of Hindustantimes.com homepage

## 6.2. www.indiatimes.timesofindia.com

Times group has been one of the largest media conglomerate and the newspaper Times of India is credited with the first newspaper to start off with the advertising for revenue business model. The website uses every niche of its pixel for imparting the information and entertainment.



Figure 7.2: Print screen of Timesofindia.indiatimes.com homepage

7. DATA ANALYSIS OF WEBSITES

Table 7.1  
Data Analysis of Times of India

Parameters	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
1 Types of internet advertisement	Skyscraper, Banner, Interstitial, Rich ads, Google ads	Skyscraper, Banner, Interstitial, Rich ads, Google ads	Skyscraper, Banner, Interstitial, Rich ads, Google ads	Skyscraper, Banner, Interstitial, Rich ads, Google ads	Skyscraper, Banner, Interstitial, Rich ads, Google ads	Skyscraper, Banner, Interstitial, Rich ads, Google ads	Skyscraper, Banner, Interstitial, Rich ads, Google ads
2 Space	2 ads Skyscraper (173*643) pixels, banner (300*100), goggle ads (665*93) pixels, Google Ad (726*65) pixels, Banner (654*144) pixels, Banner ad (300*250) pixels	Banner ad (strip) 1003*60 pixels, Skyscraper ad (173*643 pixels), 2 ear panel (210*70 pixels), banner ad (300*250 pixels-Goa properties), 300*100 pixels-Simhashta, 300*250 pixels-agraashocmart.com,	Skyscraper ad (110.994*584.545) pixels, TOI Mast Head Click tracker (ear panel) 210*70 pixels and banner (510*65 pixels) and all had green and red colour, Banner (300*250), banner (300*100) -Pnb, 2 Google ads (320*80 pixels) each (JNU, ZipSIP investments), (725.455*80.90) pixels-Eageters for English speaking, 300*100 pixels-simhashta	Banner (300*250 pixels) & Skyscraper ad (110.994*584.545) (Godrej Avenues), 2 ear panel (210*70 pixels) -MCX metal & Energy and India bulls, 300*100 pixels-simhashta, 296*233 pixels- banner ad-KUV100 the new Mahindra, 725*75 pixels=personal loan, Loan/Bajaj Finanser, JNU	Skyscraper ads and Banner ad with expansion (Airtel), 2 ear panel (210*70 pixels) -MCX metal & Energy and India bulls, 300*100 pixels-Simhashta, 296*233 pixels-Google banner ad-SIP investment Plan, Start nursery school	Skyscraper ads and Banner ad with expansion (LIC), 2 ear panel (210*70 pixels) -MCX metal & Energy and India bulls, 300*100 pixels-Simhashta & SBI loan, 296*233 pixels- Google banner ad-SIP investment Plan, Start nursery school	Skyscraper, Banner, Interstitial, Rich ads, Google ads
3 Number of ads on homepage	8	8	10	10	10	10	10
4 Product category	Online music, interior and builders, processors, kaya clinic, my universe	India bulls, agrashocmart.com, simhashta, standard chartered, MCX max, Goa Properties	PNB, Google ads of English speaking, JNU distance education, Kumbh mahaparva,	Mutual fund, Sip investments, MCX energy, Hitachi	Godrej Avenues, MCX metal energy, India bulls, simashtha, Google ads	Airtel, Indiabulls, MCX energy, SIP investment, etc.	LIC, SBI loans, Indiabulls, MCX energy, SIP investment, etc.
5 Purchase option	No	No	No	No	No	No	No
6 Textual/Pictorial/Visual	Animated, Visual and less of text	Picture heavy layout	Textual heavy and one of top and both sides of page are dominated by the single ad color	Textual heavy and one of top and both sides of page are dominated by the color	Textual heavy and one of top and both sides of page are dominated by the color	Textual heavy and one of top and both sides of page are dominated by the color	Textual heavy and one of top and both sides of page are dominated by the color

Parameters	Day 1	Day 2	Day 3	Day4	Day 5	Day 6	Day 7
7 Page Layout	Power grid and Fixed sidebar address panel, offers, images,	Fixed sidebar and power grid	Fixed sidebar and power grid	Fixed sidebar and power grid	Fixed sidebar and power grid	Fixed sidebar and power grid	Power grid
8 Information availability	Know more, offers and discount, Price, dates provided	Know more, offers and discount, Price, dates provided	Know more, offers and discount, Price, dates provided	Know more, offers and discount, Price, dates provided	Know more, offers and discount, Price, dates provided	Know more, offers and discount, Price, dates provided	Know more, offers and discount, Price, dates provided
9 Placement of ad	Both Side of the centre fixed page, right side of centre page, centre of page below the articles	Top head of mast head, place of ear panels, side bars, on the right side of the home page	Top head of mast head, place of ear panels, side bars, on the right side of the home page and on the bottom of the home page	Both Side of the centre fixed page, right side of centre page, centre of page below the articles	Both Side of the centre fixed page, right side of centre page, centre of page below the articles	Both Side of the centre fixed page, right side of centre page, centre of page below the articles	right side of centre page, centre of page below the articles
10 Duration of ad	Though there is an option of close but the banner ad after expansion opens for 7 sec	Only the banner ad changes when page is refreshed,	Only the Google ad changes when page is refreshed,	Only the Google ad changes when page is refreshed,	Only the Google ad changes when page is refreshed,	Only the Google ad changes when page is refreshed,	Only the Google ad changes when page is refreshed,
11 Animation/ effects used	yes, in one ad	Yes	No	Yes	Yes as word expand is used on banner ad	Yes as word expand is used on banner ad	Yes as word expand is used on banner ad
12 Use of words for persuasion	call now, once in 12 years, get free offers, apply now	Know more, buy now, discount, off,	Know more	Find out, know more,	Find out, know more,	Find out, know more, get now,	Find out, know more, get now,
13 Close option available	in two ad	in one ad	yes on the side skyscrapers ad	Yes in one ad where the option of expand was there	Yes in one ad where the option of expand was there	Yes in one ad where the option of expand was there	Yes in one ad where the option of expand was there
14 Colors used		Red and Green on the top, Google ad does not have images and uses white background with blue heading and black copy	Red and Green on the top, Google ad does not have images and uses white background with blue heading and black copy	Blue dominated the web page	Red with black background	White, blue and yellow	



Table 7.2  
Data Analysis of Hindustan Times

Parameters	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
1 Types of internet advertisement	Banner ads with effects	Banner ads with effects	Banner ads with effects	Banner ads with effects	Banner ads with effects	Banner ads with effects	Banner ads with effects	
2 Space	Max Life Insurance expand option (728*90 pixels), Fossils (238*90 pixels), LIC (300*250 pixels), India bulls (300*90 pixels), Paytm (300*250 pixels) close option given, Koovs (300*250 pixels) -3 ads	Skyscraper (2) -Titan.co.in (174*642 pixels), Max Life Insurance expand option (728*90 pixels), Fossils (238*90 pixels), HDFC Mutual Fund (300*250 pixels), India bulls Home loan (300*90 pixels), UTI mutual fund ad (300*250) expand when touched with cursor 600*250-twice, go daddy-300*250 pixels, cisco security ad (300*250) expand when touched with cursor 600*250, 728*90 pixels-shopclous	Skyscraper (2) -Titan.co.in (174*642 pixels), Max Life Insurance expand option (728*90 pixels), Fossils (238*90 pixels), HDFC Mutual Fund (300*250 pixels), India bulls Home loan (300*90 pixels), Goa properties (300*250), UTI mutual fund ad (300*250) expand when touched with cursor 600*250-twice, go daddy-300*250 pixels, cisco security ad (300*250) expand when touched with cursor 600*250, 728*90 pixels-shopclous	Max Life Insurance expand option (728*90 pixels), Fossils (238*90 pixels), LIC (300*250 pixels), India bulls Home loan (300*90 pixels), hp printers (300*250 pixels), PVR, Middlesex university, thegrocery.com (300*250 pixels), 728*90 pixels-shopclous	Skyscraper (2) -Fossil (174*642 pixels), SBI Life Insurance expand option (728*90 pixels), Fossils (238*90 pixels), DSPBlackrock Focus 25 Fund (300*250 pixels) expands to 970*416 pixels, India bulls Home loan (300*90 pixels), hp printers (300*250 pixels), Goa properties (300*250), Craftvilla (300*250), Askmegrocery.com (300*250 pixels), quickhealgadgetsinsurance.com (300*250 pixels), 728*90 pixels-Goli food	Skyscraper (2) -Fossil (174*642 pixels), SBI Life Insurance expand option (728*90 pixels), Fossils (238*90 pixels), DSPBlackrock Focus 25 Fund (300*250 pixels) expands to 970*416 pixels, India bulls Home loan (300*90 pixels), hp printers (300*250 pixels), PVR, Middlesex university, thegrocery.com (300*250 pixels), 728*90 pixels-shopclous	Skyscraper (2) -Fossil (174*642 pixels), SBI Life Insurance expand option (728*90 pixels), Fossils (238*90 pixels), DSPBlackrock Focus 25 Fund (300*250 pixels) expands to 970*416 pixels, India bulls Home loan (300*90 pixels), hp printers (300*250 pixels), PVR, Middlesex university, thegrocery.com (300*250 pixels), 728*90 pixels-shopclous	SolariCon (728*90 pixels), Fossils (238*90 pixels), Max Life (300*250 pixels) expands to 970*416 pixels, India bulls Home loan (300*90 pixels), Goa Propertiez (300*250 pixels), Koovs, Chumbak, nearby.com (300*250 pixels), 728*90 pixels-craftsvilla
3 Number of ads on homepage	8 ads	11 ads	11 ads	9 ads	11 ads	11 ads	9 ads	
4 Product category	Clothing, online payment services, insurance services, watch, coaching centre provided on koovs.com	watch, ecommerce sites, insurance security	watch, ecommerce sites, insurance security	ecommerce, banking, education	watch, ecommerce services, eating joint	watch, ecommerce services, eating joint	discount offers, shop now, apply more	
5 Purchase option	provided on koovs.com	off, shop now, discount,	off, shop now, discount,	discount offers, apply now	discount offers, shop now, apply more, know more	discount offers, shop now, apply more, know more	discount offers, shop now, apply more, know more	

Parameters	Day 1	Day 2	Day 3	Day4	Day 5	Day 6	Day 7
6 (Ad Layout) Textual/ Pictorial/ Visual	text+ Pictorial	more pictorial and less of text	more pictorial and less of text	services ads are text heavy and rest of ads are picture heavy	ecommerce and watch, restaurant are more pictorial as compared to banking and share that are copy heavy	ecommerce and watch, restaurant are more pictorial as compared to banking and share that are copy heavy	ecommerce and watch, are more pictorial as compared to banking and share that are copy heavy
7 Page Layout	Headline & Gallery	Headline & Gallery	Headline & Gallery	Headline & Gallery	Headline & Gallery	Headline & Gallery	Headline & Gallery
8 Information availability	very informational as it highlights the price, offers, product, schemes in his ad	very informational as it highlights the price, offers, product, schemes in his ad	very informational as it highlights the price, offers, product, schemes in his ad	very informational as it highlights the price, offers, product, schemes in his ad	very informational as it highlights the price, offers, product, schemes in his ad	very informational as it highlights the price, offers, product, schemes in his ad	very informational as it highlights the price, offers, product, schemes in his ad
9 Placement of ad	above the mast head and on the right side of the page	above the mast head and on the right side of the page	above the mast head and on the right side of the page	above the mast head and on the right side of the page	above the mast head and on the right side of the page	above the mast head and on the right side of the page	above the mast head and on the right side of the page
10 Duration of ad	when different options are clicked on website, apart from ads above mast head ;the banner ads change an also the banner ads in the end change after the page is refreshed	when different options are clicked on website, apart from ads above mast head ;the banner ads change an also the banner ads in the end change after the page is refreshed	when different options are clicked on website, apart from ads above mast head ;the banner ads change an also the banner ads in the end change after the page is refreshed	when different options are clicked on website, apart from ads above mast head ;the banner ads change an also the banner ads in the end change after the page is refreshed	when different options are clicked on website, apart from ads above mast head ;the banner ads change an also the banner ads in the end change after the page is refreshed	when different options are clicked on website, apart from ads above mast head ;the banner ads change an also the banner ads in the end change after the page is refreshed	when different options are clicked on website, apart from ads above mast head ;the banner ads change an also the banner ads in the end change after the page is refreshed
11 Animation used	not animation but effects are used	not animation but effects are used	not animation but effects are used	not animation but effects are used	not animation but effects are used	not animation but effects are used	not animation but effects are used
12 Use of words for persuasion	Shop now,	Shop now,	Shop now,	Shop now,	Shop now,	Shop now,	Shop now,
13 Close option available	Yes	Yes	Yes	Yes	Yes	Yes	Yes
14 Colors used	page has white background with bright ad colors	page has white background with bright ad colors	page has white background with bright ad colors	page has white background with bright ad colors	page has white background with bright ad colors	page has white background with bright ad colors	page has white background with bright ad colors

## 8. FINDINGS

### (a) Hindustantimes.com

Hindustantimes.com is designed in headline and Gallery layout, having an average of 8-11 advertisements on its homepage. The online ads of product categories like clothing, online payment services, insurance services, watch and coaching centre are mostly in banner and skyscraper type of layout with effects. The online ads on homepage of are sizes 728\*90 pixels, 235\*90 pixels, 300\*250 pixels and 174\*642 pixels.

It was analysed that the online advertisements of service products were having copy heavy layout whereas the advertisements of the products were designed in big picture layout. The ads are placed above the mast head and on the right side of the homepage. As far the duration of the online ads is concerned the ad above the mast head remains unchanged whereas the banner ad changes everytime a new option is clicked. Though the ads do have effects on them but no ad displays the function of the product and also carries the option of close for treating it.

In terms of information, services ads contain persuasive words like apply now, know more whereas product ads contain words like discount offers, shop now, schemes and prices.

### (b) Times of India

The analysis of homepage shows that the website is designed in the Power grid and Fixed Sidebar Layout of website with skyscraper, banner, interstitial, Rich ads and Google ads type of appearing on it more frequently. The average size appearing on the homepage are Skyscraper (173\*643), Banner (300\*100, 300\*250 and 654\*144 and Google ads (726\*65) are the respectively. Being one of the first newspapers that stated with advertising products, the times of India homepage has around 8 to 10 ads on an average daily. They ads are mostly placed on both the sides of the centre page, right side of the page, above the mast head, place of ear panels, and bottom of the homepage and below the articles as well.

The online ads comprises of product category of online music, real estate, bank, distance education and online services. The ads are designed in Big Picture layout and copy heavy where tangible products are in big picture layout and service ads are in copy heavy format. As per the designing format, the ad does not contain features like search and function of the product but contains information like address panel, offers and images of the product. As far the duration of the ad is concerned, it was noticed that only the Google ad appearing in form of banner ad format refreshes when the page is refreshed. The homepage also carries banner ads that expand in video formats when clicked and has an option of close, expand and collapse with it. The online ads on the homepage carries words like call now, once in 12 years, get free offers, apply now for persuading the netizens towards the ads.

**Table 9.1**

S.No.	Parameters	Times of India	Hindustantimes
1	Type of website	Informational Site(945.455*13057.897)	(informational site) 1040*7299 pixels
2	Types of internet advertisement	leaderboard, horizontal rectangle, half banner, rectangle, pop up and under	leader board, horizontal rectangle, half banner, rectangle, skyscapper, pop up

<i>S.No.</i>	<i>Parameters</i>	<i>Times of India</i>	<i>Hindustantimes</i>
3	Space	725*75, 300*250, 300*100, 210*70 are standard sizes of the ads	174*642, 728*90, 300*250, 600*250, 970*416 are the standard size of ads available on website
4	Number of ads on homepage	Average- 10	Average- 10
5	Product category	Insurance, bank loans	banking, watch, ecommerce regarding eating joints, cloths.
6	Purchase option	No	discount offers, shop now, apply now, know more
7	(Ad layout) Textual/ Pictorial/ Visual	Most of the ads are copy heavy	ecommerce and watch, are more pictorial i.e. big picture as compared to banking and share that are copy heavy
8	Functionality	No	No
9	Search option	No	yes, it is provided but link doesn't take to the products page separately
10	User friendly	May be	may be
11	Page Layout	Fixed sidebar and power grid	Headline & Gallery
12	Information availability	Know more, offers and discount, Price, dates provided	very informational as it highlights the price, offers, product, schemes in his ad
13	Placement of ad	Top head of mast head, place of ear panels, side bars, on the right side of the home page and on the bottom of the home page	above the mast head and on the right side of the page
14	Duration of ad	Only the Google ad changes when page is refreshed,	when different options are clicked on website, apart from ads above mast head ;the banner ads change an also the banner ads in the end change after the page is refreshed
15	Animation used	Yes as word expand is used on banner ad	not animation but effects are used
16	Use of words for persuasion	Find out, know more,	Shop now
17	Close option available	options like close, expand, collapse	Yes
18	Colors	As most of the websites are with white background colors, therefore, the majority of colors used are light and bright. Majority of the colors used are red, yellow, blue, black.	

## 9. CONCLUSION

**Objective 1:** To examine various creative aspects of designing the online advertisements.

- Headline & Gallery, Power Grid and Fixed Sidebar are the most used *website layouts* used by the informational sites. Advertising being the major source of revenue for the newspapers since ages, their web portals experiments with all types of online advertisements from banner ads to rich ads, from interstitials to skyscrapers, etc.
- It was also found that *products advertisements were designed* in big picture or Picture heavy layouts whereas service products ads are more designed in copy heavy advertisement formats.

- **Video ads** had the options like close, collapse or expand to handle the rich ads. It was found that majority of online **advertisements placed** above the mast head, on top of page and right side of the homepage.
- As far the **duration** of the online advertisement is concerned the ad above the mast head remains unchanged whereas the banner ad changes everytime, a new option is clicked.
- Though the ads do have effects on them but no ad displays the function of the product and also carries the option of close for treating it.

**Objective 2:** To study the relevance of website category verses category of advertisements displayed on homepages of websites.

Being the informational websites where homepages contain the contents from all the genres like news to entertainment, sports to business, majority of advertisements were of ecommerce sites, watch, coaching centres, online music apps and from service sectors, the ads were from banking, online payment services, insurance services, real estate and distance education. Therefore, It was found that where websites have information from all genres, advertisers also advertise any product category unlike specific websites where advertisement is restricted to few websites as per the category of the website.

**Objective 3:** To find out types of information given on the online advertisements those are on homepages of websites.

In terms of information, **services ads** contain persuasive words like apply now, know more whereas **product ads** contain words like discount offers, shop now, schemes and prices. Ads also contained information like address panel, offers and images of the product. 300\*250 pixels, 174\*642 pixels, 728\*90 pixels were found to be most common sizes used for the internet advertisement.

## 10. EXPECTED CONTRIBUTIONS OF THE STUDY

The result will be beneficial for the online marketing strategists to understand the category of products being advertised online and with what type of layouts. It will also help to understand the scope of advertising the products on the informational websites and how much information is being displayed on the online advertisements.

It will also be advantages for the web developers to understand what type of website and advertisement layouts are in trend. The study will also give them an idea about where the advertisements should placed on the homepage for the maximum attention and what type of advertisements are practiced by informational websites.

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