

Digital Times [®]

Digital Times is a "for eCommerce newsletter reporting on the development and/or availability of interactive products and services."

<http://www.digitaltimes.com>

Sandra Knowles, *Founding Editor*

Hewlett Packard

OfficeJet V40

My newest FAX machine works great. It scans, faxes, prints and copies. Not sure what I wanted, I perused online reviews, then went to my neighborhood Wal-Mart to see what they had. The V40 looked like a good buy to me at \$249.99. They were out of it. Office Depot had it in stock, though, and on sale for \$199.00! They were out of standard-quality 6 ft. usb cables, so I opted for the \$25.00 gold-tipped model, bringing the grand total to @ \$249.00.



The instructions were good, with detailed illustrations and graphics. The installation Wizard was slick. I installed the software three (3) times before deciding what setup would be best for my needs. Did I want to use the extra port to plug in my 56K modem OR my telephone? In the end, after running through several scenarios, I opted to prevent the fax machine from interfering with incoming phone calls. Now I have to unplug the phone line and pop in the fax line whenever I want to send/receive a fax. I have DSL, so have little need the modem -- mainly for testing the load-time of web pages. Fixing a paper jam was easy! Copy and scan quality of this model is acceptably average.

-editor

Internet Advertising 101 Part II

- by Tom Hubbard and staff at
Advertising.com



Before deploying an Internet-based campaign, advertisers must choose a partner that will meet their needs most effectively. To do so, advertisers must first align their advertising philosophy with that of a potential partner.

The primary philosophical distinction is whether the Internet should be used as a direct response or branding medium. While the Internet has been proven effective for direct response, its usefulness for branding purposes is still in debate. In branding, the time lapse between receipt of a message and a purchase is exploited so that when a buying opportunity presents itself, customers will reach for an advertised product. However, e-commerce adoption issues, from consumers and businesses, and difficulties in linking consumer Internet usage and offline purchase activity have prevented conclusive demonstrations of large-scale Internet branding effectiveness. Of course, gray areas exist, such as those that believe online advertising should focus on direct response with branding a secondary effect.

When choosing a partner with a similar philosophy, four primary categories of potential Internet advertising partners exist. These include advertising networks (e.g., Advertising.com, DoubleClick), interactive and traditional advertising agencies (e.g., Avenue A, Tribal DDB), technology providers (e.g., Engage, 24/7 Real Media) and media providers who typically own content (e.g., AOL, Yahoo!).

The unique capabilities of the companies that fall into these categories, and their philosophy, will be reflected in the solutions, technology, and pricing they provide. Proper research into these areas will pay enormous dividends when deciding which partner is best suited to meet your unique advertising needs.

Happy *Valentines* Day



-from Las Vegas, Nevada

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