



FOR IMMEDIATE RELEASE

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**POLITICAL ADVERTISING IS HOT ON THE NET, BUT BUSH AND GORE ARE
VIRTUALLY IGNORING ONLINE AD OPPORTUNITIES,
REPORTS ADRELEVANCE UNIT OF JUPITER MEDIA METRIX**

While Republicans and Democrats advertised online during party conventions, only Republicans embraced ad opportunities on the Web during presidential debates

Popular news and voter information sites turned to net advertising to help build awareness for election coverage, notify users of upcoming presidential debates and provide facts to take action

NEW YORK, October 30, 2000 – Although general news and voter information sites are unleashing a series of election-related advertisements online, both the Bush and Gore campaigns have elected to make little use of the net when it comes to advertising, according to a report released today by AdRelevance, a Jupiter Media Metrix company (NASDAQ: JMXI) and innovator in next-generation Internet advertising measurement technology. While the majority of the Internet banner advertising by Democrats and Republicans that ran was conducted during party conventions, the Republicans also ran a small online campaign prior to and during the presidential debates in early October.

Key findings from the latest AdRelevance Intelligence Report, which tracks and analyzes online election advertising by the Republican and Democratic political parties, general media and voter information Web sites, between July 2000 and October 2000, include:

- Although Republicans and Democrats logged in excess of 17 million ad impressions, non-party affiliated organizations ran campaigns totaling more than 100 million impressions.
- The Republican Party ran two small online ad campaigns (July and October), while Democrats concentrated all banner impressions in one August campaign around their convention. The two Republican Internet ad campaigns amounted to over one million more impressions than the single Democrat online campaign.
- While the Democrats relied on one banner on one site (Yahoo!) for their entire online campaign, Republicans used over 20 unique banner ads to reach their audience on more than 35 sites. In this manner, the Republicans relied on a targeted campaign, whereas the Democrats experimented with a broad reach banner campaign.

- Running 23 million election-related banner impressions each, CBS and Voter.com emerged as the top political online advertisers among non-party affiliated advertisers.

“Presidential elections may be the talk of the Net, but online advertising is not quite the talk of candidacy campaigns this election season,” said Charlie Buchwalter, vice president of media research for AdRelevance.

“It’s important to note, however, that while candidates have virtually elected not to advertise online – news organizations and political sites aren’t so weary. In fact, the latest AdRelevance data reveals that well-branded and well-known traditional media companies are carrying the lion’s share of non-party affiliated political advertising.”

Table A: Election Advertising by Party

Source: AdRelevance, a Jupiter Media Metrix company

Week	Republican Impressions	Democrat Impressions
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17-Jul	1,176	0
24-Jul	497,048	0
31-Jul	3,806,475	0
7-Aug	256,679	0
14-Aug	0	8,073,684
21-Aug	0	0
28-Aug	0	0
4-Sep	0	0
11-Sep	0	0
18-Sep	0	0
25-Sep	0	0
2-Oct	4,500,000	0
9-Oct	0	0
16-Oct	0	0

Table B: Non-Party Affiliated Advertising

Source: AdRelevance, a Jupiter Media Metrix company

Advertiser	Impressions
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CBS	23,000,000
Voter.com	23,000,000
MSNBC	15,000,000
Netivation (votenet.com)	11,000,000
CNN	8,052,000
FOX	6,500,000
SpeakOut.com	6,100,000
Salon.com	4,900,000
The Washington Post	3,900,000
Comedy Central	3,200,000

Party Online Ad Strategies

An in-depth analysis of the messaging on Republican ad banners that AdRelevance collected reveals that the party is out to build a database of email addresses for future campaigning and encourage grassroots involvement through word of mouth. In fact, more than half of the banners request that a user enter an email address, whether the incentive is to win a Palm Digital Assistant or a trip to Washington, D.C. Other GOP banners feature Uncle Sam encouraging Party participation.

Non-Party Affiliated Ad Strategies

From traditional news networks to voter information sites, many companies are turning to Internet advertising to help build awareness for their election coverage. CBS, Fox, CNN and MSNBC embraced the net to notify their online communities of presidential debates on their television networks. On the other hand, voter information sites such as Speakout.com, Votenet.com and Voter.com focused online ad campaigns on providing voters with the facts needed to take action in the November 7th election.

“The AdRelevance findings on the use of online advertising in the political sphere corroborate what we have seen elsewhere – the online ad industry is still in its infancy,” Buchwalter said. “This is the first presidential election where online marketing is playing a role, and we can only anticipate that its importance will grow in elections to come. The fact that political online advertising is hot among non-party organizations is good news for America's fastest growing medium!”

A complete version of this AdRelevance Intelligence Report, titled “Electing Not to Advertise: Campaigning on the Web,” can be viewed at <http://intelligence.adrelevance.com> and includes compelling ad metric charts and graphs as well as additional analytic insights on the findings. For more information on AdRelevance 2.0 – the brand new second-generation online ad measurement service from AdRelevance – and a free demo or trial, please visit <http://www.adrelevance.com> or call 1-888-649-6540.

Definitions

Impressions: The number of times an ad is rendered for viewing. One impression is equivalent to one opportunity to see an ad.

Editors Note: Unless otherwise noted, please source all data as the following: AdRelevance, a Jupiter Media Metrix company

About AdRelevance, a Jupiter Media Metrix company

AdRelevance, a Jupiter Media Metrix company, is an innovator in Internet advertising measurement and ad tracking technology. The company’s advanced intelligent agent technology systematically and continuously scours the commercial Web universe, collecting online advertisements from more than half a million URLs.

With data on hundreds of thousands of unique ads, representing more than 15,000 advertisers, the innovative AdRelevance service provides advertisers, agencies, media companies, marketers and financial analysts with critical information that tells them where, when and how competitors and potential clients are advertising on the Internet. Visit us at www.adrelevance.com for more information.

About Jupiter Media Metrix

Jupiter Media Metrix, formed by the merger of Jupiter Communications and Media Metrix, is a global leader in market intelligence for the new economy. The Company delivers innovative and comprehensive Internet measurement, analysis, intelligence and events to provide businesses with unmatched global resources for understanding and profiting from the Internet. Jupiter Media Metrix brings together world-class, innovative and market-leading products, services, research methodologies and people. Jupiter Media Metrix brands include Media Metrix, AdRelevance, Jupiter Research and Jupiter Events. The Company is headquartered in New York City and operates worldwide, across the Americas, Asia Pacific, Europe (as Jupiter MMXI Europe), and the Middle East. Visit us at www.jmm.com for more information.

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