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The World

MORNING COURIER AND NEW-YORK ENQUIRER.

NEW-YORK, WEDNESDAY, JULY 2, 1862.

11,81

ent surgeon, ordered to the United States steamer Magnolia; Thomas McHenry, of Philadelphia, appointed acting-assistant surgeon, ordered to take passage in the Connecticut, to join the United States steamer State of Georgia; George E. Webb, of Brooklyn, N. Y., appointed acting volunteer lieutenant, to take passage in the Connecticut to report to Flag-Officer Lardner, for command of the bark Amanda; Greenville Weeks, of New-York, appointed acting assistant-surgeon, and ordered to the United States steamer Valley City.

CONTRACT FOR STATIONERY FOR THE NAVY DEPARTMENT.

The contract for supplying stationery to the Navy Department and its several bureaus for the ensuing fiscal year, has been awarded to Philip & Solomon, of this city.

MEETING OF NEW-YORKERS.

An adjourned meeting of citizens of New-York was held to-night, Representative Fenton, chairman. The executive committee, Messrs. Barrett and Squires, made a report, whereupon F. W. Seward, Representatives Fenton, Haight, Spaulding, and Grover, and S. J. Bowen, were appointed a committee to collect funds, the contributions to which so far are liberal.

NOMINATIONS CONFIRMED.

The Senate to-day confirmed the appointment of Brigade Surgeon Thomas F. Perley, of Maine, to be medical inspector-general with the rank of colonel, and the following named assistant surgeons, to be surgeons in regular promotion: Jonathan Letterman, Pennsylvania; Robert O. Abbott, Pennsylvania; Thomas M. Getty, Virginia; David L. Magruder, Virginia; Wm. J. H. White, District of Columbia; John J. Milhaus, New-York; Horace R. Wirtz, Pennsylvania; Charles Page, Virginia; Charles Sutherland, Pennsylvania; Basil Norris, Maryland. The Senate also confirmed Asaph S. Bemis, of Buffalo, to be supervising inspector of steamboats.

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GEN. McCLELLAN'S ARMY

Arrival of Transports at Fortress Monroe.

All the Stores Removed from White House.

The Falling Back of the Right Wing a Success.

NOTHING LEFT ABOVE WEST POINT.

FORTRESS MONROE, June 30.

The York river is being completely cleared of everything moveable. Steamers and tugs are constantly arriving at Fortress Monroe, having in tow barges, schooners, &c. Many arrived here last evening and during the night. This morning the steamer Spaulding arrived, having eight barges and schooners in tow. She reports that one hundred and fifty barges, schooners, and towboats were at Yorktown when she left, but all were making preparations to come down to-day. Nearly, if not all, of the government stores were removed from the White House before that place was burned.

The government telegraph from White House and vicinity has not worked since Saturday at 2 o'clock.

The falling back of the right wing of the army was done in the most perfect order, and is not looked upon as a disastrous movement, but as one, under the circumstances, well planned, after the union of Stonewall Jackson's and Johnson's forces. We hear of skirmishing going on along our lines, but can get no details.

I have learned from Lieut. E. Walter Watt, one

NEWS FROM MEMPHIS.

Reported Advance of Breckinridge.

GEN. CURTIS THREATENED IN ARKANSAS

The Rebels Anxious to become Colonists of England and France.

MEMPHIS, June 30.

There are here many rumors of the force under Breckinridge moving north to fall upon General Hallock's detached division.

General Curtis is suffering for supplies. Our boats cannot get up White river, owing to low water.

Arkansas refugees report Pike, with 6,000 men, moving from Fort Smith to attack Curtis's rear while Hindman is rapidly gathering a force to attack his front.

The *Avalanche* states that the rebel leaders have solemnly determined, in the last emergency, to apply to Great Britain or France to be received as colonies.

CAIRO, July 1.

Advices from Arkansas are to the effect that General Hindman, with some 5,000 rebels, was in the immediate vicinity of St. Charles, and that Colonel Fitch had abandoned the fort, spiking the guns.

The situation of General Curtis is said to be critical, he being unable to bring supplies, and his army having been on half rations for a week.

Reports have been current here to-day that Commodore Farragut had given the authorities of Vicksburg until Monday last to surrender.

Reports via Columbus by passengers are that a fight had taken place at Holly Springs, and a bombardment of twelve hours' duration at Vicksburg.

THE COOPER INSTITUTE MEETING.

Anti-Administration Movement.

Speeches of Hon. Chas. A. Wickliffe, Hon. Wm. A Duer, Fernando Wood and James Brooks.

The meeting last evening at the Cooper Institute, called by those who desire "the Union as it was, and the Constitution as it is," was attended by an audience that entirely filled the large room.

At half-past 7 o'clock the hall was about half filled, but in about fifteen minutes the audience increased until the body of the house was crowded.

The first informal proceeding was the proposition, by an individual on the left of the platform, of nine cheers for the President of the United States—only three faint responses being given, mingled with hisses.

The meeting was organized by the choice of William Chauncey, as President, who returned thanks in a few words, and indicated briefly the objects for which the meeting was assembled.

Mr. Harnett read the names of the vice-presidents, as follows, some of which elicited applause:

VICE PRESIDENTS.

Watts Sherman, Henry Grinnell, Moses Taylor, Joseph B. Varnum, James Gordon Bennett, Wm. T. Coleman, George W. Quintard, William C. Prime, John McKeon, Elijah F. Purdy, Thomas Tileston, Daniel Devlin, Daniel P. Ingraham, Peter Cooper, Charles P. Daly, Nelson J. Waterbury, G. R. J. Bowdoin, Lewis A. Sayre, Wm. E. Frost, Augustus Schell, Charles M. Connolly, Ambrose C. Kingsland, William B. Maclay, James R. Whiting, C. Godfrey Gunther, Wilson G. Hunt, Joshua Sutherland, Horace F. Clark, Edward Cooper, John Graham, James C Willet, Peter B. Sweeney, Benjamin Ray, M. Monson, Jr., Edwin J. Brown, George Kelsey, William Dodge, Richard B. Connolly, Oswald Ottendoffer, John Lloyd, Andrew H. Mickle, Abraham R. Van Nest, Anthony Eickoff, Wyllis Blackstone, David T. Valentine, Albert Cardozo, John H. Hamett, John Jasper, James Lynch, William H. Leonard, Daniel R. Arnold, Anthony L. Robertson, George G. Barnard, Daniel F. Tieman, Emanuel B. Hart, John Clancy, James Moncrief, John R. Brady,

claims, and in other ways, tending to nation
ruptcy and individual impoverishment, der
profound condemnation, and that the people
burdened enormously yet willing to bear all
burdens for the Union's sake, do nevertheless
in the loudest tones that their life blood sha
drained in this manner for the benefit of
robbers of the nation, who profess so loudly
defenders of the country, but whose attachm
deadly as that of the vampire.

Ninth.—That the Union as it was is the
Washington and of the Fathers, the Union w
made America illustrious among nations, t
which was the most beneficent government k
man. That the Constitution as it is is the ho
nation, adhering to, and protected by which,
be again free, happy, and glorious; departing f
destroying which, we shall be left with only
of a great nation around us, out of which no
prophecy any new Union, or construct any bet
stitution. That, believing in these princip
praying for the guidance and blessing of God o
force, we, the representatives of various polit
ties, and of all classes and employments and
sions, do solemnly reaffirm our allegiance to the
tution as it is, and pledge our lives, our fortu
our honors to the cause of the Union as it was.

During the reading of the resolutions se
turbance was occasioned by the ejection
intoxicated man from the platform.

ADDRESS OF THE HON. C. A. WICKLIFF

Hon. C. A. Wickliffe then presented himse
was most enthusiastically received. Be
proceeded to address the meeting Ex-Judge
called for three cheers for Kentucky; an
for Tennessee, the state of Andrew Jackso
calls were heartily responded to by the
blage.

A Voice: Will the chairman of the mee
kind enough to give us the name of the
that we may understand who is addressing

Mr. Wickliffe: An old man from Kentu
the name of Wickliffe. (Loud cheers.) T
orable gentleman then proceeded:

FELLOW-CITIZENS: I will endeavor to ma
sell heard, though my voice may be str
you; and I open what I design to say by e
ing a wish, a prayer, that the abolitionist
whom I have been in conflict this week, w
and witnessed the patriotic feeling I have
and seen to-night. (Cheers.) I have com
to-night, gentlemen, under some pain and

Benjamin Henry Day & The Birth of the Penny Press



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AN IRISH CAPTAIN.

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"I never heard of highwaymen in this part of the country."

"Nor I." replied the officer, "and if I had I should not trouble myself to carry the pistols on their account—Highwaymen are a species of sharks who are not fond of attacking us lobsters; they know we are a little too hard to crack. No, my dear sir, highwaymen know that soldiers have not much money, and what they have they fight for."

"Since that is the case, how come you to travel always with pistols?"

"Because," answered the officer, "I find them very useful in accommodating any little difference I may accidentally have with a friend, or which one friend may chance to have with another."

"Do you often settle differences in that way?"

"Why, I was twice *out* before I arrived at your age.—The first time was with a relation of my own, who said he would see my courage tried before he would consubstantiate with the others towards the purchase of my first commission; so I sent him word that I would be happy to give him one proof the very next morning, and when we met, I touched him so smartly in the leg, that he has halted ever since. But all his doubts being now removed, he cheerfully contributed his quota with the rest of my relations, and we have been very good friends ever since."

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"I thought so myself," rejoined the captain, "and so the affair ended, he being carried home in a couch, and I marching from the field of battle on foot."

"Pray, may I ask if you ever was in a battle?"

"No," replied the captain with a sigh, "I never was; I never had that good fortune, though I would give all the money I have in the world, and all the money I am owing, which is at least treble the sum, to be in one to-morrow."

"Provided you had a good cause;" replied the young student.

"I should not be squeamish respecting the cause, provided I had a good bottle: that, my dear, is what is the most essential to a conscientious officer, who wishes to improve himself in his profession. I have much reason, therefore, to wish for a war; and at the present juncture, it would be much to the advantage of the nation in general, as it is dwindling into a country of ploughmen, manufacturers, and merchants. And you must know, too, that I am pretty fortunate, having already stood thirteen shots, and I never was hit but once."

"Thirteen! whist, have you fought thirteen duels?"

"No, no!" replied the captain, "the last shot fired at me completed only my sixth duel."

Wonders of Littleness.—Pliny and Elian relate that Myrmecides wrought out of ivory a chariot, with four wheels and four horses, and a ship with all her tackling, both in so small a compass, that a bee could hide either with its wings. Nor should we doubt this, when we find it recorded in English history, on less questionable authority, that in the twentieth year of Queen Elizabeth's reign a blacksmith of London, of the name of Mark Scaliot, made a lock of iron, steel, and brass, of eleven pieces, and a pipe key, all of which only weighed one grain. Scaliot also made a chain of gold, of forty-three links, which he fastened to the lock and key, and put it round the neck of a flea, which drew the whole with perfect ease. The chain, key, lock, and flea, altogether weighed but one grain and a half!

Hadrianus Junis saw at Mecklin in Brabant, a cherry-stone cut into the form of a basket; in it were fourteen pair of dice distinct, the spots and numbers of which were easily to be discerned with a good eye.

But still more extraordinary than this basket of dice, or any thing we have yet mentioned, must have been a set of turnery shown at Rome, in the time of Pope Paul the Fifth, by one Shad of Mitelbrach, who had purchased it from the artist Oswaldus Norhingerus. It consisted of *sixteen hundred* dishes, which were all perfect and complete in every part, yet so small and slender that the whole could be easily enclosed in a case fabricated in a peppercorn of the ordinary size! The Pope is said to have himself counted them, but with the help of a pair of spectacles, for they were so very small as to be almost invisible to the naked eye. Although his holiness thus satisfied his own eyes of the fact, he did not, we are assured, require of those about him to subscribe to it on the credit of his infallibility; for he gave every one an opportunity of examining and judging for himself, and among the persons thus highly favored, particular reference is made to Gaspar Schioppius, Johannes Faber, a physician of Rome.

Turrianus, of whose skill so many wonderful things are related, is said to have fabricated iron mills, which moved of themselves, so minute in size, that a monk could carry one in his sleeve; and yet it was powerful enough to grind in a single day, grain enough for the consumption of eight men.

A Whistler.—A boy in Vermont, accustomed to working alone, was so prone to whistling, that, as soon as he was by himself, he unconsciously commenced. When asleep, the muscles of his mouth, chest, and lungs were so completely concatenated in the association, he whistled with astonishing shrillness. A pale countenance, loss of appetite, and almost total prostration of strength, convinced his mother it would end in death. If not speedily overcome, which was accomplished by placing him in the society of another boy, who had orders to give him a blow as soon as he began to whistle.

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Hadrianus Junis saw at Mecklin in Brabant, a cherry-stone cut into the form of a basket; in it were fourteen pair of dice distinct, the spots and numbers of which were easily to be discerned with a good eye.

But still more extraordinary than this basket of dice, or any thing we have yet mentioned, must have been a set of turnery shown at Rome, in the time of Pope Paul the Fifth, by one Shad of Mitelbrach, who had purchased it from the artist Oswaldus Norhingerus. It consisted of *sixteen hundred* dishes, which were all perfect and complete in every part, yet so small and slender that the whole could be easily enclosed in a case fabricated in a peppercorn of the ordinary size! The Pope is said to have himself counted them, but with the help of a pair of spectacles, for they were so very small as to be almost invisible to the naked eye. Although his holiness thus satisfied his own eyes of the fact, he did not, we are assured, require of those about him to subscribe to it on the credit of his infallibility; for he gave every one an opportunity of examining and judging for himself, and among the persons thus highly favored, particular reference is made to Gaspar Schioppius, Johannes Faber, a physician of Rome.

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2

THE SUN

NUMBER 1.] NEW YORK, TUESDAY, SEPTEMBER 3, 1833. [PRICE ONE PENNY.

PUBLISHED DAILY,

AT 222 WILLIAM ST..... BENJ. H. DAY, PRINTER.

The object of this paper is to lay before the public, at a price within the means of every one, ALL THE NEWS OF THE DAY, and at the same time afford an advantageous medium for advertising. The sheet will be enlarged as soon as the increase of advertisements requires it—the price remaining the same.

Yearly advertisers, (without the paper,) Thirty Dollars per annum—Casual advertising, at the usual prices charged by the city papers.

☞ Subscriptions will be received, if paid in advance, at the rate of three dollars per annum.

FOR ALBANY--PASSAGE ONLY $1.



The large and commodious steamboat COMMERCE, Capt. R. H. Fitch, will leave the foot of Courtlandt street on Friday, at five o'clock, P. M. for Albany, stopping at the usual landing places to land and receive passengers. Passage $1. For particulars apply to the Captain on board.

REGULAR DAYS.

From New York, Mondays, Wednesdays, Fridays.
From Albany, Tuesdays, Thursdays, Saturdays. m29

FOR NEWPORT AND PROVIDENCE.



The splendid steamboat BENJAMIN FRANKLIN, Capt. E. S. Bunker, and the PRESIDENT, Capt. R. S. Bunker, will leave New York at 5 o'clock, P. M. and Providence at 12 o'clock, M. every Monday, Wednesday and Friday. For further information apply to the Captain on board, foot of Courtlandt-st. or at the office, 14 Broad st. s2

FOR HARTFORD--PASSAGE 1 DOLLAR.



THROUGH BY DAYLIGHT.

AN IRISH CAPTAIN.

"There are as sweet a pair of pistols as any in the three kingdoms;" said an officer, showing a pair to a young student of his acquaintance, "and have done execution before now; at the slightest touch, off they go, as sweet as honey, without either recoiling or dipping. I never travel without them."

"I never heard of highwaymen in this part of the country."

"Nor I." replied the officer, "and if I had I should not trouble myself to carry the pistols on their account—Highwaymen are a species of sharks who are not fond of attacking us lobsters; they know we are a little too hard to crack. No, my dear sir, highwaymen know that soldiers have not much money, and what they have they fight for."

"Since that is the case, how come you to travel always with pistols?"

"Because," answered the officer, "I find them very useful in accommodating any little difference I may accidentally have with a friend, or which one friend may chance to have with another."

"Do you often settle differences in that way?"

"Why, I was twice *out* before I arrived at your age.—The first time was with a relation of my own, who said he would see my courage tried before he would consubstantiate with the others towards the purchase of my first commission; so I sent him word that I would be happy to give him one proof the very next morning, and when we met, I touched him so smartly in the leg, that he has halted ever since. But all his doubts being now removed, he cheerfully contributed his quota with the rest of my relations towards the purchase of my second step, which I never had that good fortune, though I would give all the money I have in the world, and all the money I am owing, which is at least treble the sum, to be in one to-morrow."

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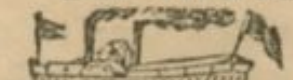
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FOR HARTFORD--PASSAGE 1 DOLLAR.



THROUGH BY DAYLIGHT.

The splendid low-pressure steamboat WATER WITCH, Capt. Vanderbilt, leaves the foot of Catherine street every Tuesday, Thursday, and Saturday mornings, at 6 o'clock, and arrives in Hartford at 7 o'clock the same evening. Passage One Dollar—meals extra.

The above boat leaves Hartford on Mondays, Wednesdays, and Fridays, at the same hours. s2 tf



The ship Tennessee, Capt. Sears, will sail as above. For freight or passage, having handsome accommodations, apply to ELIAS HOLMES & CO. 62 South st. s2

☞ B A lighter is in readiness to receive cargo.

Growth of the Penny Press

- Newspapers dropped the cost of a paper 6¢ → 1¢
- Made up the difference in revenue by adding advertisements
- Advertisers—not readers—provided newspapers with the majority of their revenue

"What history teaches us: How newspapers have evolved to meet market demands"
UNC Center for Innovation & Sustainability in Local Media 2019

Growth of the Penny Press

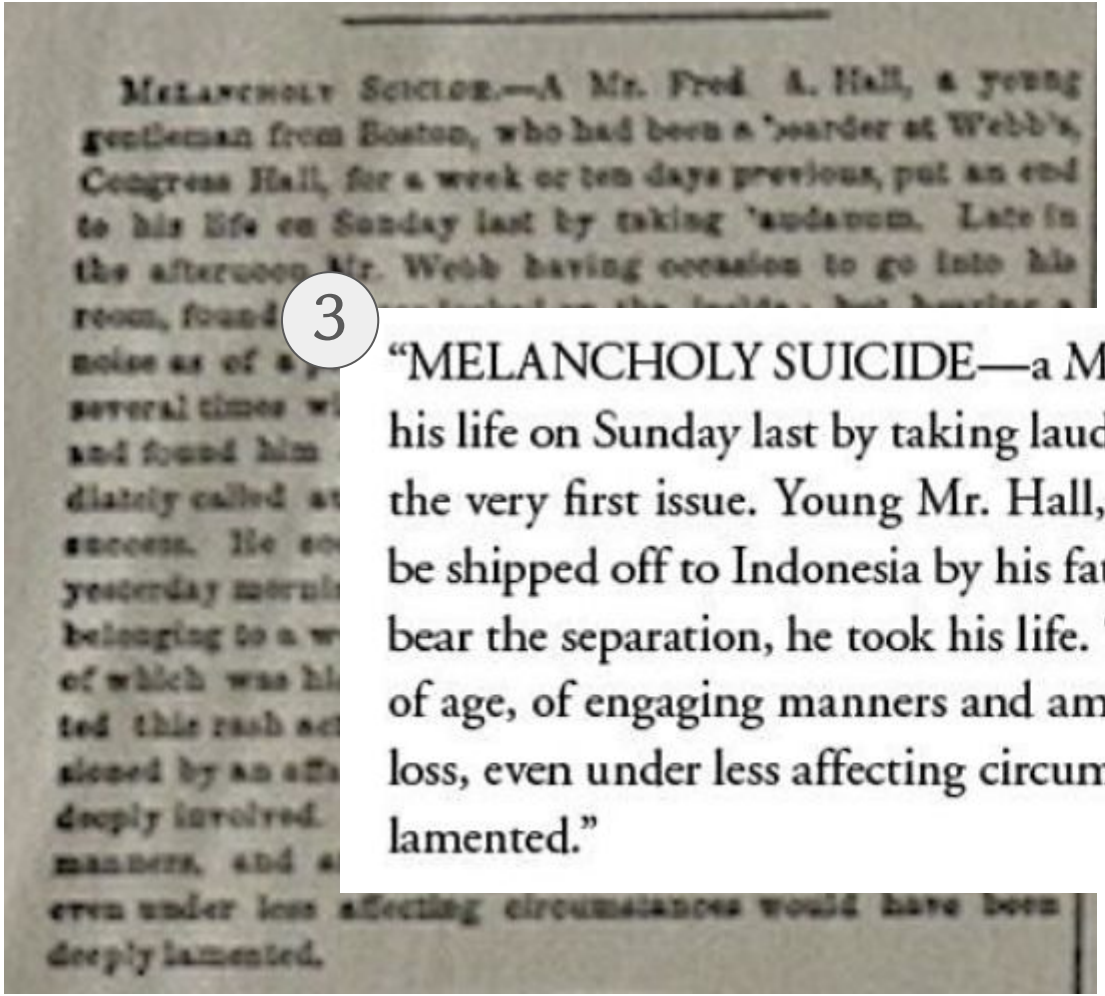
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"'We Want Money and Must Have It': Profile of an Ohio Weekly, 1841-1847," Fred Endres 1980.

How do you think this changed what news was reported?

Growth of the Penny Press

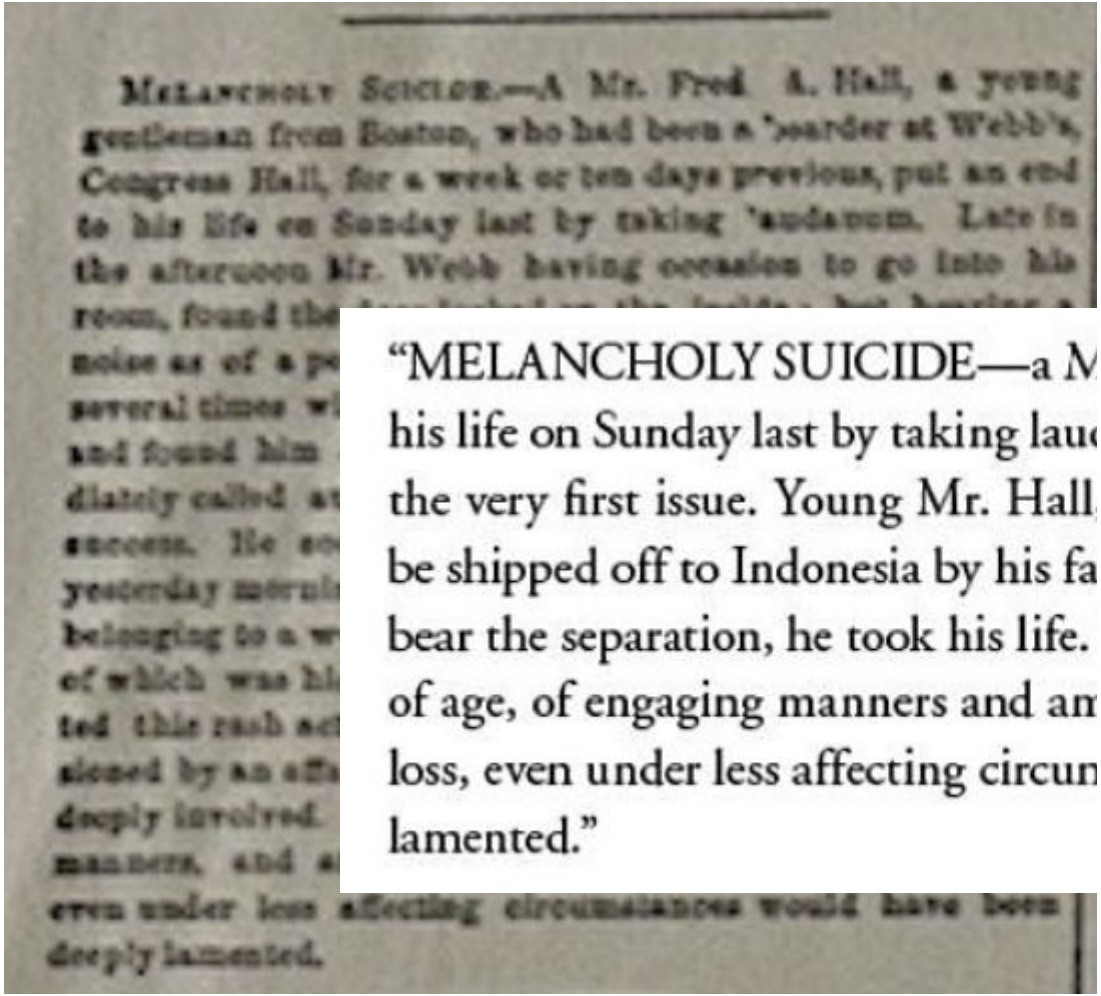
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- Increased readership through sensationalism



MELANCHOLY SUICIDE.—A Mr. Fred A. Hall, a young gentleman from Boston, who had been a boarder at Webb's, Congress Hall, for a week or ten days previous, put an end to his life on Sunday last by taking laudanum. Late in the afternoon Mr. Webb having occasion to go into his room, found
noise as of a
several times
and found him
diately called
success. He
yesterday morn
belonging to a
of which was
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aleged by an
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manners, and
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deeply lamented.

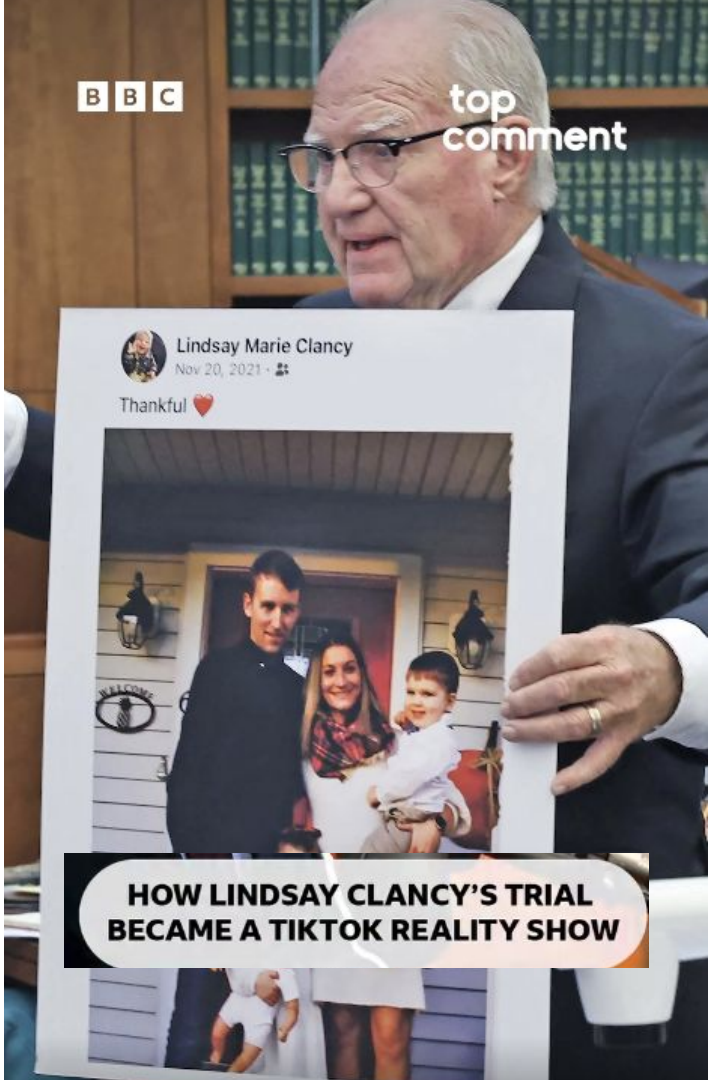
3

"MELANCHOLY SUICIDE—a Mr. Fred A. Hall . . . put an end to his life on Sunday last by taking laudanum," read the first headline in the very first issue. Young Mr. Hall, the story revealed, was about to be shipped off to Indonesia by his father to end a romance. Unable to bear the separation, he took his life. "He was about twenty-four years of age, of engaging manners and amiable disposition, and one whose loss, even under less affecting circumstances, would have been deeply lamented."



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Attention economy

> "In an information-rich world, the wealth of information means a dearth of something else: a scarcity of whatever it is that information consumes. What information consumes is rather obvious: it consumes the attention of its recipients."

- When information is abundant, attention becomes scarce

"Designing Organizations for an Information-Rich World" Herbert Simon 1971

Advertising audiences

- Earliest advertisements directed at general public
- Aim to increase audience (i.e., newspaper readers) as much as possible

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- E.g., advice columns about fashion, household, family issues for women

"What history teaches us: How newspapers have evolved to meet market demands"
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New York Times October 16, 1910

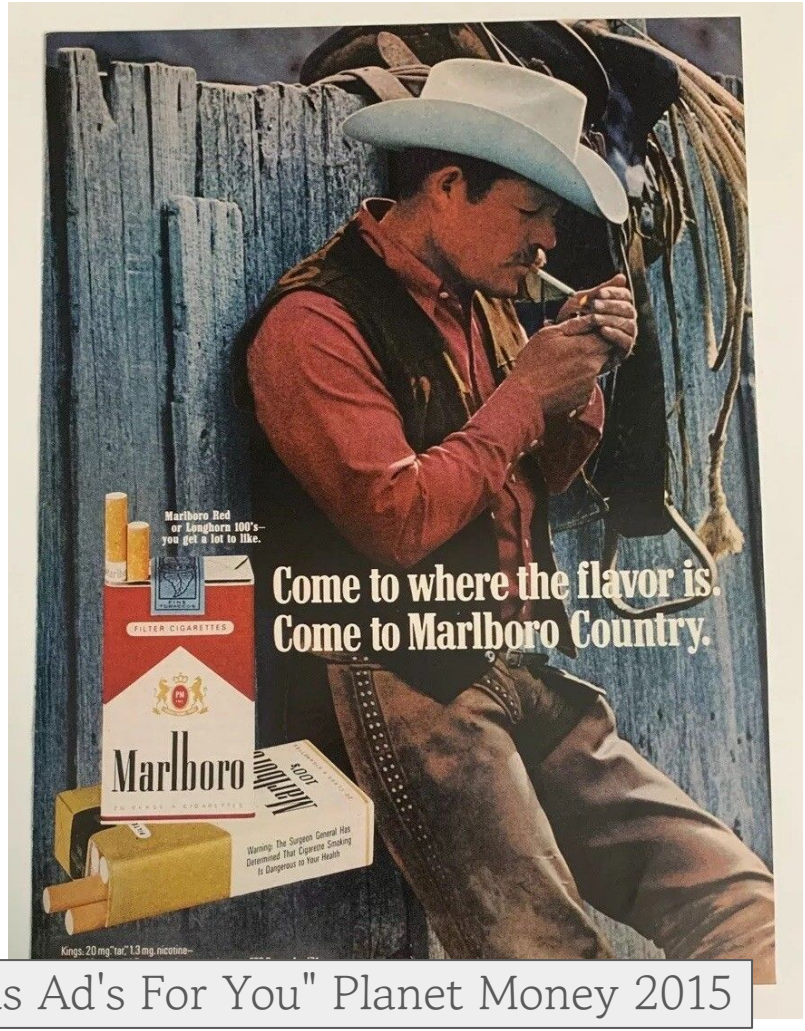
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- But even into the 1950s ads were not really tailored to audience

"Black Ads Are Getting Blacker" Michael Chapko 1976


UNLOCK A NEW WORLD OF FRESH SMOKING PLEASURE
Start fresh–
Stay fresh with L&M
Unlock full flavor every time!
The secret? Flavor-Seal
L&M's special way of moisturizing tobacco to seal in natural tobacco freshness and flavor.
Flavor-Seal locks in the natural flavor of the world's finest tobaccos.
Do away with dried-out taste for good
L&M smokes cooler, never dries out your taste. You get L&M's modern Miracle Tip, for the cleanest, freshest taste possible. Start fresh today with L&M.
THE MIRACLE TIP
L&M
FILTERS
LIGGETT & MYERS TOBACCO CO.
Start fresh... and keep smiling with fresh L&M.
TRY FRESH-TASTING, BEST-TASTING L&M TODAY— PACK OR BOX


UNLOCK A NEW WORLD OF FRESH SMOKING PLEASURE
Start fresh–
Stay fresh with L&M
Smoke after smoke your taste stays fresh!
A difference you can taste–
A difference you can feel!
Moisturizing is the secret... the modern advance in the care of fine tobaccos that seals in natural freshness and flavor. Your taste stays fresher–L&M's are never drying to your taste. And you get L&M's famous Miracle Tip – the modern filter that delivers the cleanest, freshest taste possible. So start fresh with L&M today.
THE MIRACLE TIP
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Start fresh... and keep smiling with fresh L&M.
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"This Ad's For You" Planet Money 2015

STP Marketing Model

- Integrated, popularized by Philip Kotler in 1967 *Marketing Management*
- Strategic framework for dividing a broad market
- **Segmentation:** breaks a large market into smaller, distinct groups based on shared characteristics (e.g., age, income, region)
- **Targeting:** evaluates segment size, growth, profitability to select the most viable groups to focus on
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- Remains a core approach, but has shifted from broad demographic segments into hyper-personalized "segments of one"



Print

TV





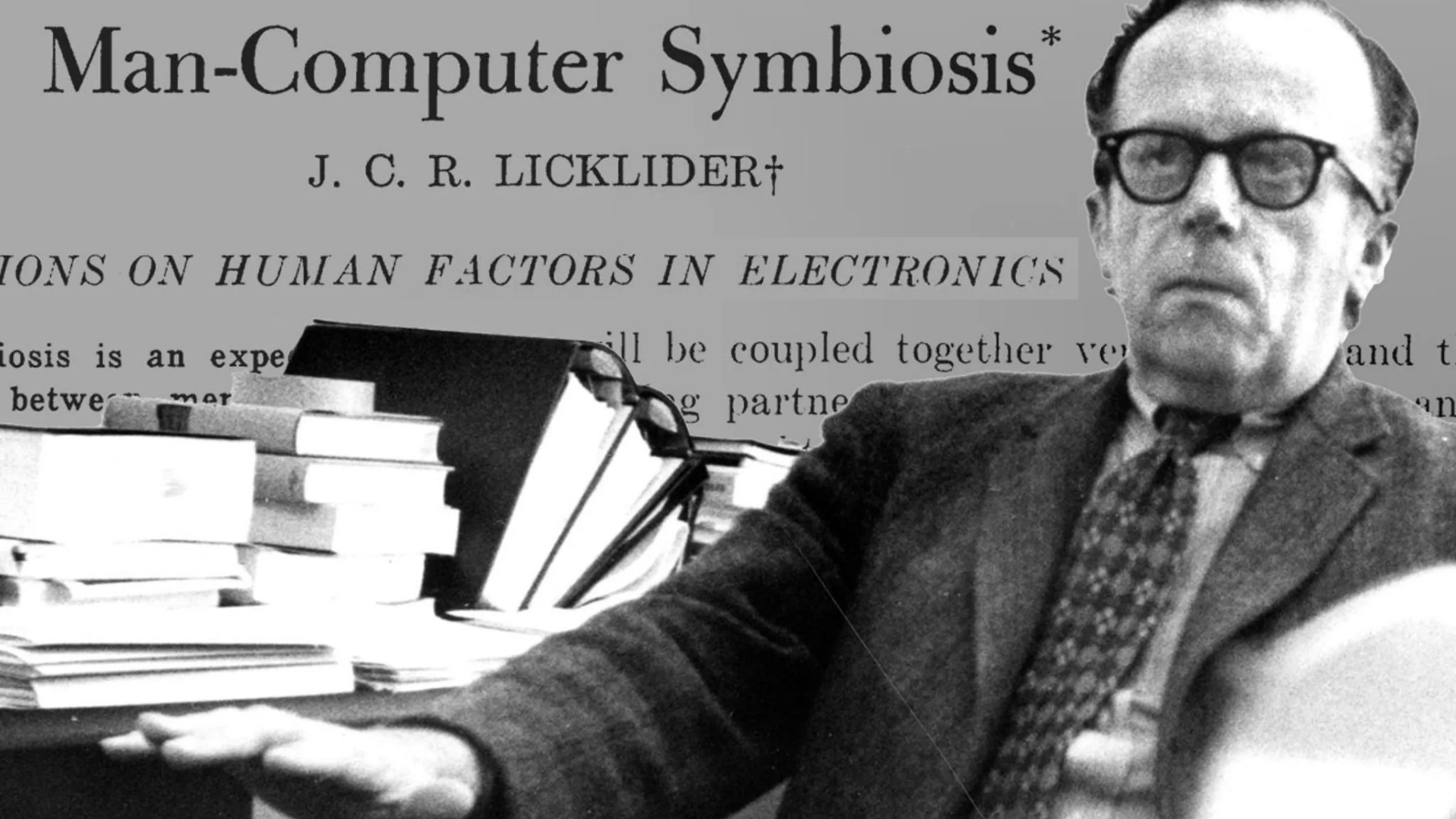
Radio

Man-Computer Symbiosis*

J. C. R. LICKLIDER†

IONS ON HUMAN FACTORS IN ELECTRONICS

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betwe mer g partne an



ADVANCED RESEARCH PROJECTS AGENCY

Washington 25, D.C. April 23, 1963

MEMORANDUM FOR: Members and Affiliates of the Intergalactic Computer Network

FROM: J. C. R. Licklider

It will possibly turn out, I realize, that only on rare occasions do most or all of the computers in the overall system operate together in an integrated network. It seems to me to be interesting and important, nevertheless, to develop a capability for integrated network operation. If such a network as I envisage nebulously could be brought into operation, we would have at least four large computers, perhaps six or eight small computers, and a great assortment of disc files and magnetic tape units—not to mention the remote consoles and teletype stations—all churning away. It seems easiest to approach this matter from the individual user's point of view—to see what he would like to have, what he might like to do, and then to try to figure out how to make a system within which his requirements can be met. Among the things I see that a user might want to have, or to do, are the following:

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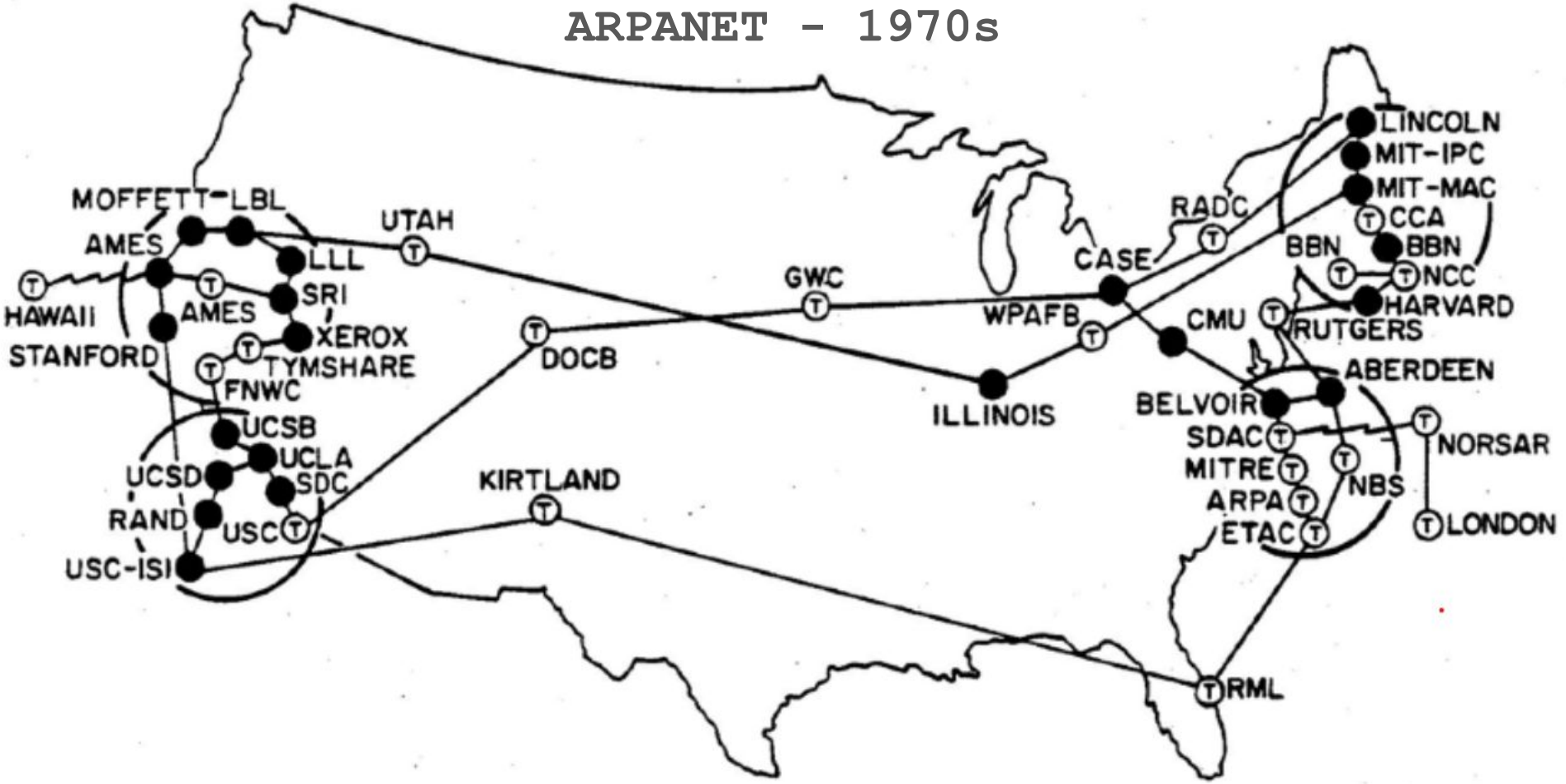
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ARPANET - 1970s



What was the first online ad?

First Online Advertisement

- In 1978 Gary Thuerk, a marketer at Digital Equipment Corporation (DEC), used an ARPANET directory to spam west-coast computer users

DIGITAL WILL BE GIVING A PRODUCT PRESENTATION OF THE NEWEST MEMBERS OF THE DECSYSTEM-20 FAMILY; THE DECSYSTEM-2020, 2020T, 2060, AND 2060T. THE DECSYSTEM-20 FAMILY OF COMPUTERS HAS EVOLVED FROM THE TENEX OPERATING SYSTEM AND THE DECSYSTEM-10 <PDP-10> COMPUTER ARCHITECTURE. BOTH THE DECSYSTEM-2060T AND 2020T OFFER FULL ARPANET SUPPORT UNDER THE TOPS-20 OPERATING SYSTEM. THE DECSYSTEM-2060 IS AN UPWARD EXTENSION OF THE CURRENT DECSYSTEM 2040 AND 2050 FAMILY. THE DECSYSTEM-2020 IS A NEW LOW END MEMBER OF THE DECSYSTEM-20 FAMILY AND FULLY SOFTWARE COMPATIBLE WITH ALL OF THE OTHER DECSYSTEM-20 MODELS.

WE INVITE YOU TO COME SEE THE 2020 AND HEAR ABOUT THE DECSYSTEM-20 FAMILY AT THE TWO PRODUCT PRESENTATIONS WE WILL BE GIVING IN CALIFORNIA THIS MONTH. THE LOCATIONS WILL BE:

TUESDAY, MAY 9, 1978 - 2 PM
HYATT HOUSE (NEAR THE L.A. AIRPORT)
LOS ANGELES, CA

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```

- The mail program (SNDMSG) would only accept 320 addresses, so dozens more overflowed into the body of the message.

https://www.templetons.com/brad/spamreact.html

First Online Advertisement

- In 1978 Gary Thuerk, a marketer at Digital Equipment Corporation (DEC), used an ARPANET directory to spam west-coast computer users
- Recipients were not happy

ON 2 MAY 78 DIGITAL EQUIPMENT CORPORATION (DEC) SENT OUT AN ARPANET MESSAGE ADVERTISING THEIR NEW COMPUTER SYSTEMS. THIS WAS A FLAGRANT VIOLATION OF THE USE OF ARPANET AS THE NETWORK IS TO BE USED FOR OFFICIAL U.S. GOVERNMENT BUSINESS ONLY. APPROPRIATE ACTION IS BEING TAKEN TO PRECLUDE ITS OCCURRENCE AGAIN.

IN ENFORCEMENT OF THIS POLICY DCA IS DEPENDENT ON THE ARPANET SPONSORS, AND HOST AND TIP LIAISONS. IT IS IMPERATIVE YOU INFORM YOUR USERS AND CONTRACTORS WHO ARE PROVIDED ARPANET ACCESS THE MEANING OF THIS POLICY.

THANK YOU FOR YOUR COOPERATION.

MAJOR RAYMOND CZAHOR

CHIEF, ARPANET MANAGEMENT BRANCH, DCA

First Online Advertisement

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- Thuerk maintains to this day that he didn't think he was doing anything wrong

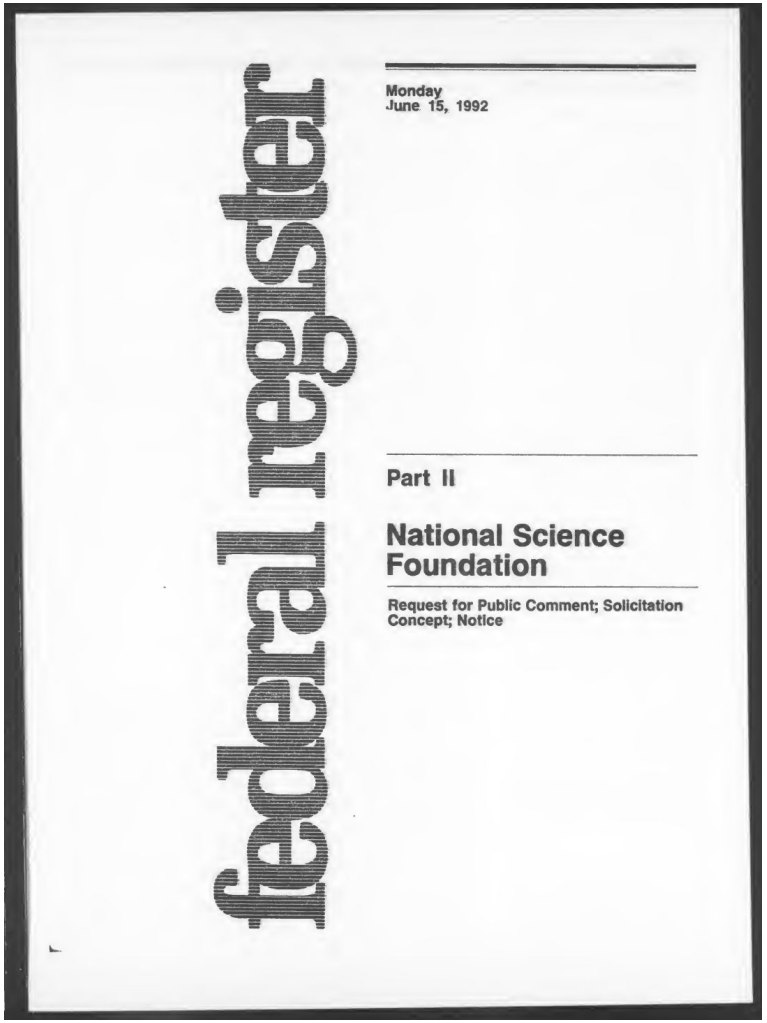
NSFNET Backbone network
IBM NSS nodes, 1.544 kbps, physical T1 topology
July 1988 - July 1989



Web 0.0

Policy:

- Acceptable Use Policy - restricted network use to research and educational purposes. Commercial use strictly prohibited.
- Governance via RFCs (Request for Comments) - an open, consensus-driven process where anyone (not just corps) can contribute



THE NSFNET BACKBONE SERVICES Acceptable Use Policy

GENERAL PRINCIPLE:

(1) NSFNET Backbone services are provided to support open research and education in and among US research and instructional institutions, plus research arms of for-profit firms when engaged in open scholarly communication and research. Use for other purposes is not acceptable.

SPECIFICALLY ACCEPTABLE USES:

(2) Communication with foreign researchers and educators in connection with research or instruction, as long as any network that the foreign user employs for such communication provides reciprocal access to US researchers and educators.

(3) Communication and exchange for professional development, to maintain currency, or to debate issues in a field or subfield of knowledge.

(4) Use for disciplinary-society, university-association, government-advisory, or standards activities related to the user's research and instructional activities.

(5) Use in applying for or administering grants or contracts for research or instruction, but not for other fundraising or public relations activities.

(6) Any other administrative communications or activities in direct support of research and instruction.

(7) Announcements of new products or services for use in research or instruction, but not advertising of any kind.

(8) Any traffic originating from a network of another member agency of the Federal Networking Council if the traffic meets the acceptable use policy of that agency.

(9) Communication incidental to otherwise acceptable use, except for illegal or specifically unacceptable use.

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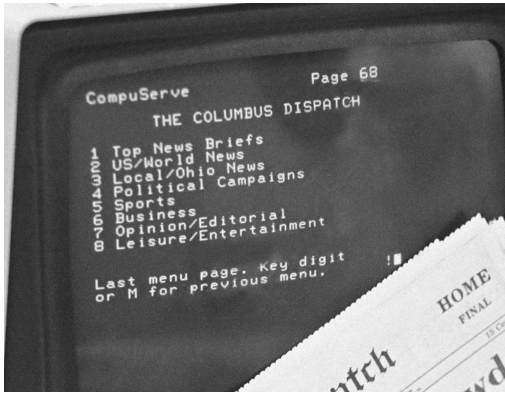
Norms:

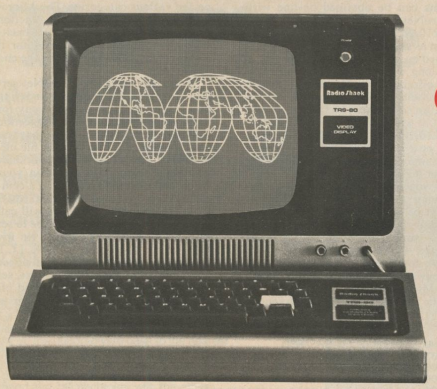
- Users built software, hosted boards (like Usenet), and shared files to contribute to collective human knowledge

- **digital commons:** shared digital resources that are collectively built, maintained, and governed by a community for public use

Commercial ISPs

- In 1970s & 80s, some companies (e.g., Compuserve, Prodigy) offered early versions of email, news, and online shopping
  - These used dial-up service (i.e., existing phone lines)
  - Customers paid a monthly or hourly subscription fee





CompuServe's information service.

A world of information available. Right now.

If you have a personal computer—or a computer terminal — CompuServe can bring a world of information into your home or small business.

CompuServe

CompuServe is a major computer services company that has been serving top industrial and governmental clients for more than a decade. Now we're also applying our extensive computing capacity to the delivery of information services to your personal computer.

The Information Service

This exciting service is available in more than 250 cities between 6 p.m. and 5 a.m. weekdays, all day weekends and most holidays. Cost? Only $5.00 per hour billed in minutes. All you need is a 300 baud modem, and our complete information service is only a local phone call away.

Welcome to CompuServe's information service.

- *News. Weather. Sports.* Major regional newspapers. Plus international news services.
- *Finance. MicroQuote.* Updates and historical information on stocks, bonds and commodities.
- *Entertainment.* Theatre, book, movie and restaurant reviews. Plus opera, symphony, ballet, dance, museums, galleries…
- *Electronic Mail.* Create, edit, send and receive messages from any other CompuServe user … nationwide.
- *Home & Educational Reference Service.* Anything you want to know… from encyclopedia information to household tips.
- *CompuServe User Information.* In case you need technical help … and information on new services as they become available.
- *MicroNET.* For the computer hobbyist. Software Exchange, line printer art gallery, challenging games, programming languages, word processing, business & educational programs … and much, much more.

And this is just the beginning. CompuServe is continually adding to its list of available services. The world of electronic information isn't coming tomorrow. It's here today.

CompuServe is Available at Radio Shack® Stores

Your local Radio Shack® Store Sells CompuServe's information service. There are more than 6,000 Radio Shack® Stores and Dealers nationwide. Check with the outlet nearest you.

Radio Shack is a division of Tandy Corporation.

CompuServe

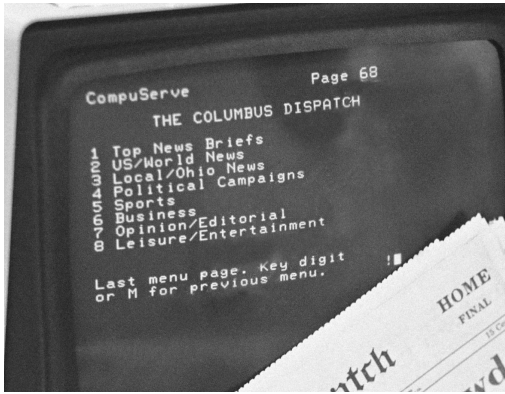
Information Service Division
5000 Arlington Centre Blvd.
Columbus, Ohio 43220
(614) 457-8600

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$5.00 per hour in 1980 is equivalent to $20.29 per hour in 2026

Commercial ISPs

- In 1970s & 80s, some companies (e.g., Compuserve, Prodigy) offered early versions of email, news, and online shopping



But there are some substantial differences between Prodigy and the competition. Most of the other services display text only. Prodigy, on the other hand, displays color graphics (provided, of course, that you have a color monitor).

The graphics, which enable Prodigy to provide illustrations, also make the service easier to use. Rather than choosing commands by typing in words or numbers, users can make their selections by pressing tab or arrow keys.



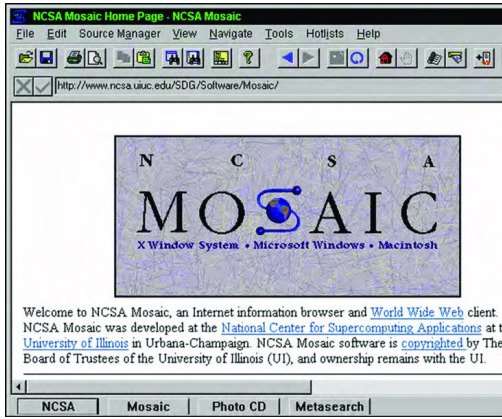
https://www.latimes.com/archives/la-xpm-1988-12-29-fi-1388-story.html

What 1993 event changed internet use?

Commercial ISPs

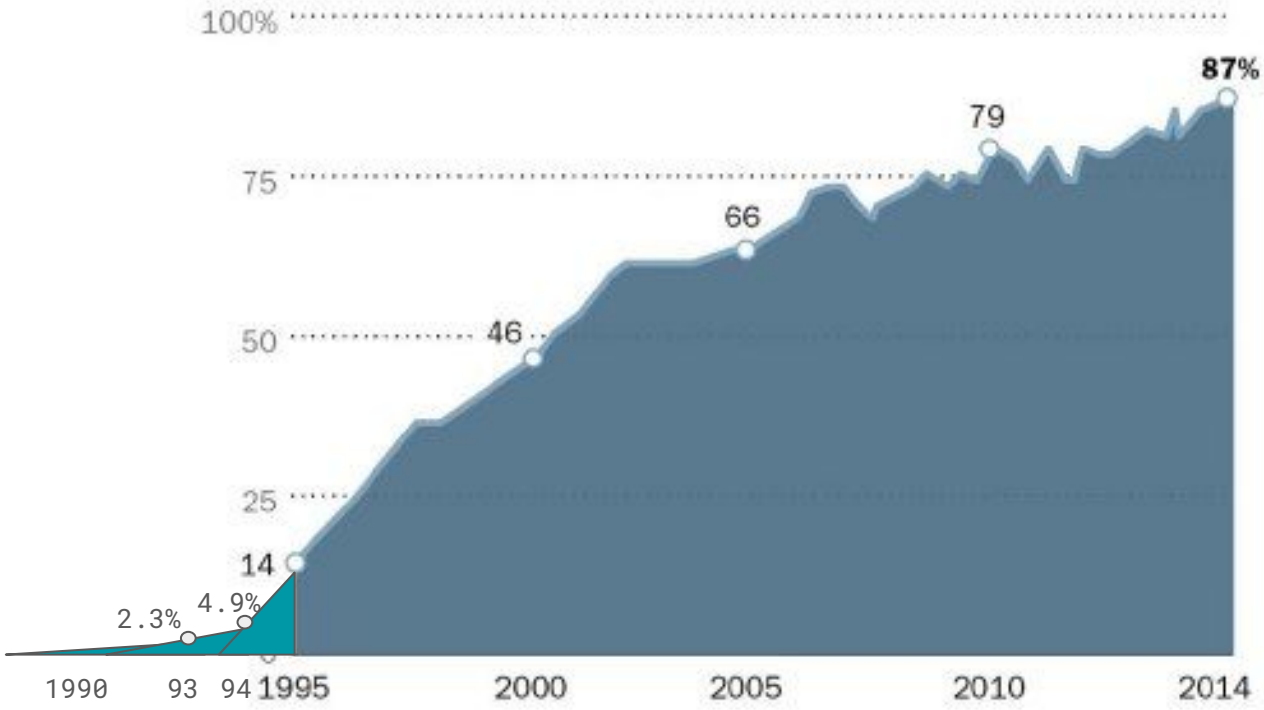
- In 1970s & 80s, some companies (e.g., Compuserve, Prodigy) offered early versions of email, news, and online shopping
- With the invention of World Wide Web and web browsers (NCSA Mosaic), demand increased sharply
  - Number of users doubled 1993 to 1994
  - ~6 million (1993) to ~12 million (1994)
- Many companies (Spring, MCI, ANS) began building independent data lines
- 1995 NSFNET retires, core infrastructure left to commercial providers





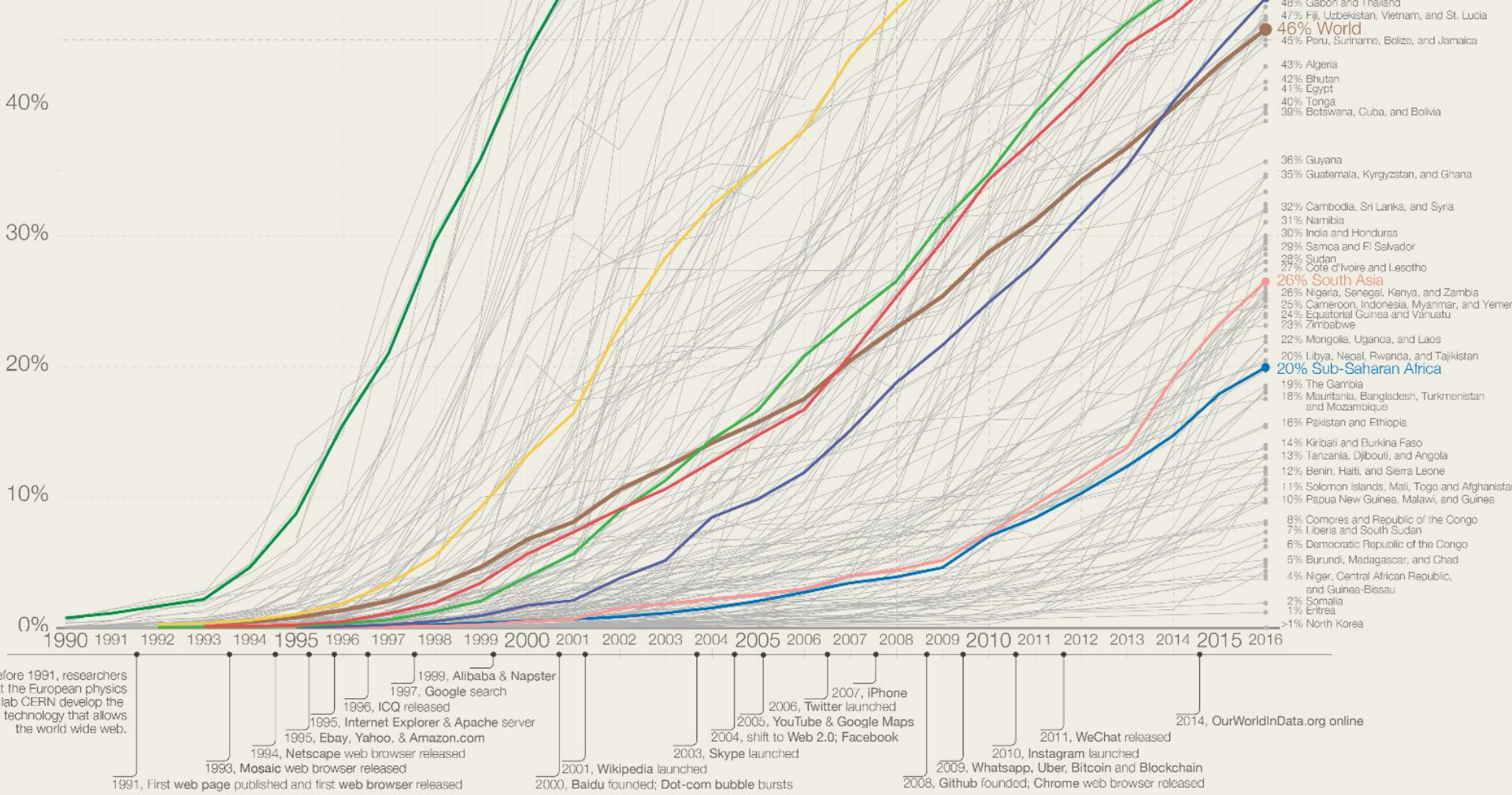
Internet use, 1995-2014

% of American adults who use the internet, over time



Source: Pew Research Center surveys, 1995-2014.

PEW RESEARCH CENTER



All countries for which data is available are shown in the main visualization but not all countries are labelled on the right. Internet usage includes access via a computer, mobile phone,personal digital assistant, games machine, digital TV etc.

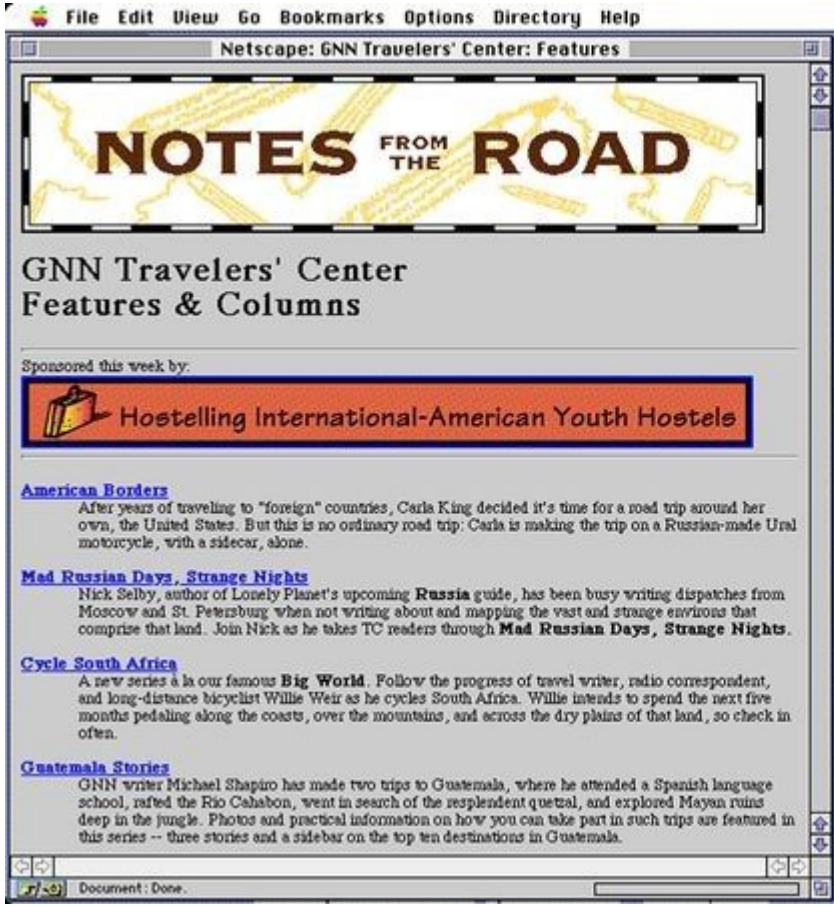
Data sources: International Telecommunication Union, World Telecommunication/ICT Development Report via the World Bank World Development Indicators

This is a visualization from OurWorldinData.org, where you find data and research on how the world is changing.

Licensed under CC-BY-SA by the author Max Rose

First Clickable Ad

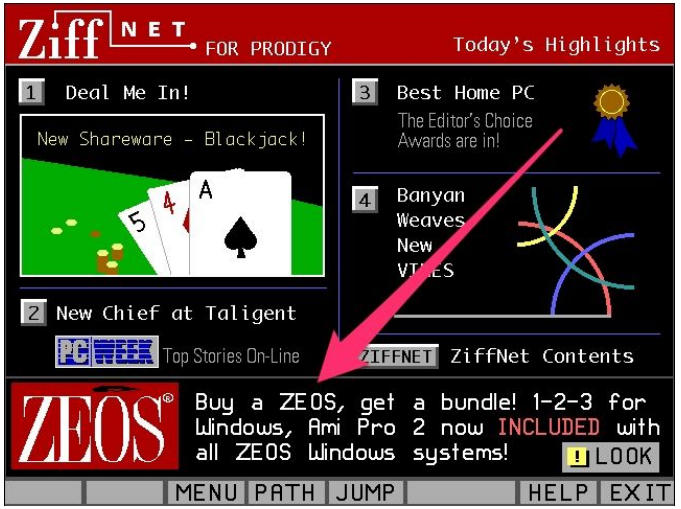
- In 1993, Global Network Navigator was the first commercial website to sell a clickable ad
- also called "banner ads"
- over time, standardized sizes/locations developed

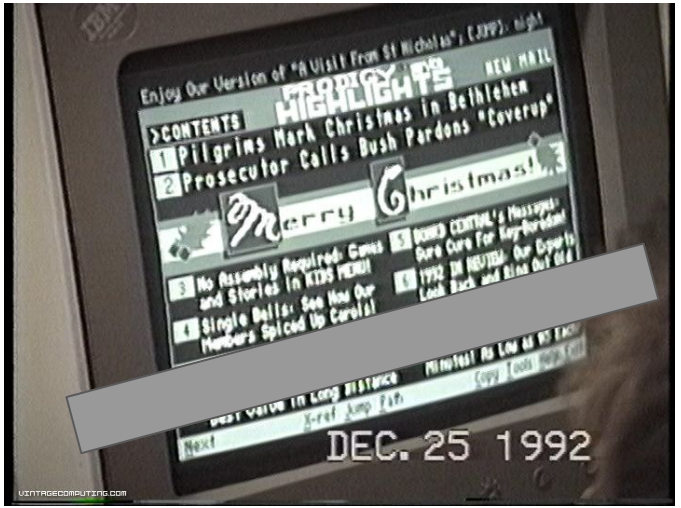


"Online Advertising History: Flash by name, Cookies by nature" Donaldson 2008

First Clickable Ad

- In 1993, Global Network Navigator was the first commercial website to sell a clickable ad
- also called "banner ads"
- over time, standardized sizes/locations developed
- technically first banner ads offered by Prodigy, but static (unclickable)
- always at the bottom of the page → first "ad blocker" (piece of plastic blocking that part of the screen)






1994

Increasingly Tailored Audiences

- 1993: Paid for a time frame
  (e.g., per week similar to billboards)
  - Costs ranged from $110-$11,000/week
  - Everyone sees the same ad



- 1994: Netscape/Infoseek switch to CPM
- **CPM:** cost *per mille* = cost for 1000 impressions
  - $10 to $12 CPM, though most popular rose to $30+
  - Individuals see different ads

- 1998: Goto.com switches to PPC
- **PPC:** pay per click
  - $0.01 per click, though most popular rose to $1

The Performance-based Pivot

- Early ads:
  "You have to remember back then it was hard to get on the Internet ... It was more about discovery, enlightenment and kumbaya than we're here to measure the effectiveness of this banner versus the other."
  - *used log files from publishers to count the "hits" an ad got*
- DoubleClick (Kevin O'Connor) initially aggregated ad space
  - Used cookies to rotate the ads a user sees from site to site
  - Could adapt campaign based on performance (remove low performing ads)

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- Goto.com introduced PPC, advertisers loved because they only pay for conversions not all impressions
  - ad spend is more closely tied to performance (not just views)
- Google added Quality Score to prioritize relevance over money spent
  - consumers should be happy since ads are more relevant
  - advertisers can beat competitors who offer higher price by having a better quality ad

Comparing Ad Costs

The New York Times has 100 million visitors to their websites each week. They have one ad per page. Typically, one out of every 1000 visitors click an ad.

Flat rate (inflation-adjusted and viewership adjusted) is $156,000 per ad per week. CPM (inflation-adjusted) is $22.56. CCP averages $0.01 per click.

Would NYT make more money with flat rate, CPM or PPC ads?

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Flat rate: $156,000

CPM: 100 million visitors x $22.56 / 1000 visitors = $2.256 million

CCP: 100 million visitors x 0.1 clicks / visitor x $0.01 / click = $100,000

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Banner Blindness

- Early click rates on ads were high
  - 44% in one famous case of an AT&T ad
- Sharply declined in late 2000s
  - 0.1% closer to typical current click rates
- **Banner blindness:** since people are constantly exposed to display ads, most users have learned to ignore them

Pop-up Ads

- With the dot com bust, prices and click rates plummeted
- search for alternatives that would be harder to ignore
- 1997: John Shiple (Geocities) invented the pop up ad where a new window containing the ad opened up
- used JS `window.open`
- users found these very intrusive



https://www.adpushup.com/blog/the-history-of-online-advertising/

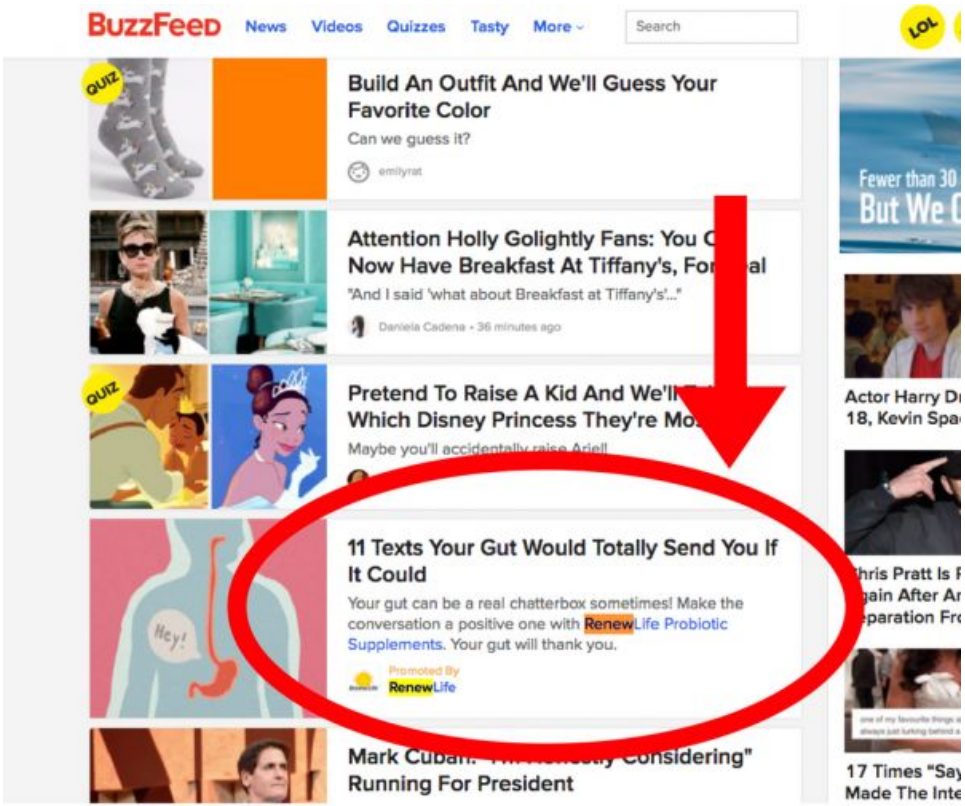
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More recent responses:

- **Retargeting:** showing an ad to someone who recently visited your website (tracked via cookies)
- **Remarketing Lists for Search Ads (RLSA):** similar to retargeting, focus search ad buys on those who have visited your website
- **Native advertising:** ads that can be mistaken for content

Native Advertising





How similar/different to traditional ads?





@ 13 years ago

Thanks to you I have purchased the loreal telescopic shocking extensions mascara in waterproof and I absolutely LOVE it!!! :) It makes my eyelashes look super long and really holds the curl, thank you so much <3 Also really cute look on this video :)

Reply



@ 13 years ago

If you like lenghtening mascaras you should definitely try the megalenghts mascara by wet in wild its cheap and amazing :)

Reply



@ 13 years ago

You should have used the oil absorbing sheets BEFORE putting the concealer on because, 1, there is oil on your blemishes, and the concealer covers them up, so the oil stays, and 2, some of your concealer could come off

Reply

Does Advertising Work?

- Traditionally marketers measured *recognition* and *recall*
  - Ex: remove the branding from the commercial, show it to respondents and then ask them to name the brand
  - However, advertising typically operates on a delay, so difficult to measure

I FIND it hard to pay close attention to ads, especially on television. In this regard, it seems I am like most Americans. About 60 percent of adults remain in the room with the television on during an ordinary commercial break and most of them read, talk, eat, or do household chores. It is little wonder that, on average, less than 25 percent of a television audience can remember an ad they saw on television the day before, even when prodded with various clues. Unprodded, about 9 percent of viewers can name the brand or product category they saw advertised on television immediately before answering the phone call from the market researcher.[1]

"Advertising, The Uneasy Persuasion" Michael Schudson 1984

Does Advertising Work?

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  - However, advertising typically operates on a delay, so difficult to measure
- Some also tried to measure *persuasion*
  - Ex: ask about preference, show commercial, ask about preference again
  - However, challenges around durability, audience, etc.
- Digital advertising offers immediate metrics
  - clicks, impressions, return on ad spend (ROAS)

Reasons for Adoption of Digital Advertising

- Increased use of the web
  - Rapid growth of total users & amount of time
- Precise targeting & direct connection to customer
  - Target individuals rather than broad segments
- Metrics to evaluate performance
  - clicks, impressions, return on ad spend (ROAS)
  - also flexibility to change campaigns based on performance

What alternative ways of financing the web could have existed?

In HTTP, what is status code 402?

Alternative Models

- **State-funded Model:** web is funded as public infrastructure/utility (via taxes) but also subject to state regulation
  - similar to ARPANET, NSFNET in the 70s/80s/90s

- **Subscription Model:** Access provided within walled gardens, where you pay a monthly fee for bundled content
  - similar to Compuserve/Prodigy (80s/90s) or Netflix/Spotify (today)

- **Micropayment Model:** Browser automatically transfers money (fraction of a cent) to a creator every time you open a page, read an article, stream a song

How does it work?

With Brave Rewards, you can earn tokens (called Basic Attention Tokens or “BAT” for short) for ads you see in Brave. You can choose which kinds of Brave Ads you see and earn from, such as images on the new tab page, push notifications, and more.

Brave Rewards also lets you support content creators by letting you send BAT contributions to your favorite sites and creators.