Semantic Associations for Contextual Advertising
Massimiliano Ciaramita, Yahoo! Research, Barcelona, Spain
Vanessa Murdock, Yahoo! Research, Barcelona, Spain
Vassilis Plachouras, Yahoo! Research, Barcelona, Spain
1-15

Ad Delivery with Budgeted Advertisers: A Comprehensive LP Approach
Zoë Abrams, Yahoo!, Inc., Sunnyvale, CA, U.S.A.
S. Sathiya Keerthi, Yahoo!, Inc., Sunnyvale, CA, U.S.A.
Ofer Mendelevitch, Yahoo!, Inc., Sunnyvale, CA, U.S.A.
John A. Tomlin, Yahoo!, Inc., Sunnyvale, CA, U.S.A.
16-32

Pricing Paid Placements on Search Engines
Ravi Sen, Department of Information & Operations Management, Mays Business School, Texas A&M University, College Station, Texas, 77843-4112, U.S.A.
James D. Hess, Department of Marketing and Entrepreneurship, Bauer College of Business, University of Houston, Houston, Texas, 77204-6021, U.S.A.
Subhajyoti Bandyopadhyay, Department of Information Systems and Operations Management, Warrington College of Business, University of Florida, Gainesville, Florida, 32611, U.S.A.
Jeevan Jaisingh, ISMT Department, Hong Kong University of Science and Technology, Clearwater Bay, Kowloon, Hong Kong
33-50

Are Unclicked Ads Wasted? Enduring Effects of Banner And Pop-Up Ad Exposures On Brand Memory And Attitudes
Patrali Chatterjee, Department of Marketing, School of Business, Montclair State University, Upper Montclair, New Jersey, 07043, U.S.A.
51-61

Shut-Up I Don’t Care: Understanding the Role of Relevance and Interactivity on Customer Attitudes Toward Repetitive Online Advertising
Damon E. Campbell, Department of Information Systems, College of Business, Washington State University, Pullman, WA 99164-4743, U.S.A.
Ryan T. Wright, Department of Information Systems, College of Business, Washington State University, Pullman, WA 99164-4743, U.S.A.
62-76