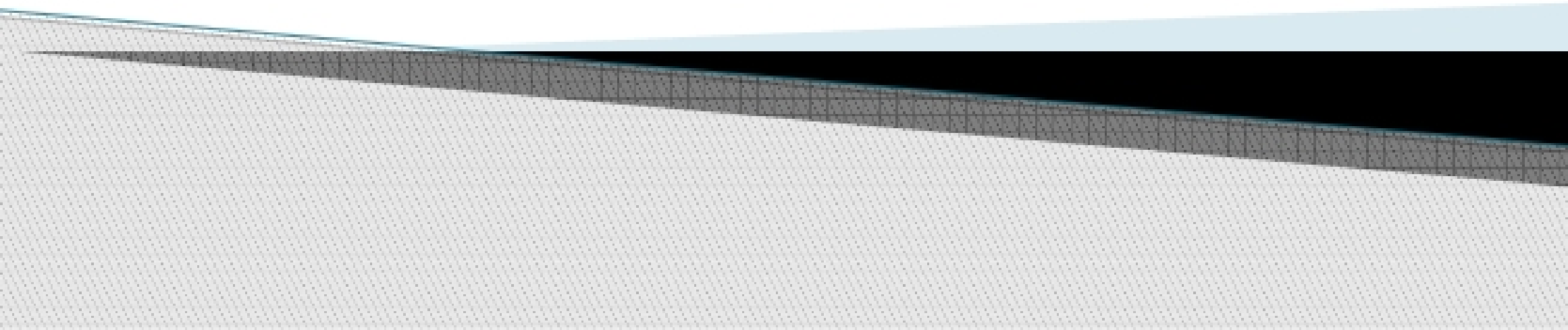


# **ENTR598**

# **Data Sources &**

# **Websites**

Student Work Product Fall 2011



[www.stdb.com](http://www.stdb.com)

## (The Site to Do Business)

- ▶ Access: Premium paid membership
- ▶ This is a real estate demographics website used to track numerous aspects of consumers in specifically defined geographical areas.
- ▶ One can track, population, disposable income, historical consumer spending within specific industries, traffic counts, education levels, age breakdowns, etc.
- ▶ This site is useful for the United States and can perform searches of any size (ie, neighborhood, city, MSA, etc)
- ▶ I have access to this website and would be happy to share this with anyone.

# [http://en.wikipedia.org/wiki/Online\\_advertising](http://en.wikipedia.org/wiki/Online_advertising)

**A**ccess: This website is free for all users.

**Website Information:** This website thoroughly explains all the information needed for online web advertising. It explains the different types of advertising, how it works, and some of the faults in the web-advertising market. It also explains the different types of strategies of how Ad companies target their market. The demographic is anywhere from the age of 8 and up (Or anyone who uses the internet). Furthermore there are many different types of ads, which are explained in detail on the page as well. One of the final things on the page is a table with the top ad server vendors.