

First advertising on the Internet is not what you think

If you still think the first ad on the Internet is a banner ... you're wrong.

As an Internet user, no one is stranger to advertising. Ads are very annoying, spend lots of mobile data, reduce user experience, even bring viruses, spyware . So that also created ad blocking tools. But even so, advertising is still essential, and if you wonder where all these troubles start, the answer is here.

If you still think the first ad on the Internet is a banner . you're wrong. The banner is quite new, both pop-up, adware . are not high age. In fact, the first form of advertising, and also followed the life of the Internet, is email advertising (still used today as email marketing or email advertising).

It is impossible to know exactly what the first ad is, but the best-known ad is an email sent in 1978 by Gary Thuerk, marketing director of Digital Equipment Corporation (now defunct). more) to 400 ARPANET users throughout the west coast of the United States. It was an invitation to see the 'new' computer models of the time.

Meanwhile, the first banner ad on the Internet appeared in 1994 by HotWired, the electronic magazine of Wired. HotWired posted ads from 14 companies, including MCI, Volvo, Club Med, 1-800-Collect and Zima, but the first banner was supposed to be AT&T, saying 'Have you clicked here? You will.'



The first banner appeared in HotWired magazine

In fact, there was no first banner, but about 12-14 were all posted on October 27, 1994. They are in the 'You will.' AT & T's banner with the same banner 'You have . You will.'

Today, ads are, are and will probably be part of the Internet world. So even if it is good to know their origins, you will still have to find ways to avoid problems from them.

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2. How to remove ads on extremely effective apps for iOS devices
3. The website Get Link Fshare, 4Share has no pop-up ads

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