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Theoretical and Practical Research in Economic Fields



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OFFLINE ADVERTISING VERSUS ONLINE ADVERTISING

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Abstract: *The starting point of the article is the following: is the online environment appropriate to the requirements and needs for affirmation and efficiency of advertising considered a concern by itself? How effective is this advertising model? How can we demonstrate the effectiveness of online advertising? What new does this "new media" bring?*

The present paper aims to define online advertising in the light of the environment in which it is developed but also of the promotion tools and to present the stages of designing an advertising campaign conducted exclusively in the online environment.

Keywords: marketing; communication; advertising; efficiency; sales.

JEL Classification: M3; M30; M31; M37.

Introduction

Advertising according to the American Marketing Association, can be defined as: "Any paid form of non-personal promotion of ideas, goods or services, by an identified advertiser" (Agee, Ault, Emery 1988).

Analysing this definition the following results: advertising and its products, advertisements, are transmitted largely on media and have to be paid (space in newspapers or magazines, space for broadcasting on TV or radio, internet); the ones elaborating the advertisement must act as intermediaries between "the announcers" (companies, brands, organizations, etc.) and their audience (consumers); advertising refers not only to a simple promotion of products or services, but also to ideas, for example, campaigns on social or political issues.

Regarding the appearance and evolution of advertising, two main factors can be observed that favored it, namely: the development of commercial activities on the one hand, and on the other hand the appearance and evolution of the mass-media and the Internet.

1. Brief History of Advertising

Most of the works that refer to the origins of advertising, consider it to be of the same age as the civilization itself, and place its roots in antiquity.

Petre and Nicola (2004), say that three stages can be distinguished in the evolution of advertising:

(1) *The pre-marketing period;*

This period, which can be called the "prehistory of advertising" being characterized by primitive means of communication. It was discovered, as the first evidence of the existence of advertisements at that time, a Babylonian clay tablet dated around 3000 BC., through which a shoe workshop, an oil shop and an "office" dealing with the copying of documents are made known; the ancient Egyptians had the papyrus within reach and used it to write about various products and services or to announce the rewards offered for catching fugitive slaves; In ancient Greece there were people shouting or singing through cities, announcing the arrival of various ships with different products; archaeologists have discovered in the ruins of the ancient Greek-Roman city Pompeii stone inscriptions that were accompanied by visual symbols announcing the offer of certain shops; In the European Middle Ages, for the public announcements in cities there were used "shouters", there were painted signs of shops and inns (Petre, Nicola 2004).

In England, in 1472 the first guide for prelates' guide was printed, which was then displayed on the churches' doors (this being considered the first form of outdoor advertising); also in England, the first advertising laws were established, using as a first measure the prohibition of using signs that exceeded a certain distance from the frontage of the buildings. In 1525, in Germany, the first advertisement for a medicine was distributed in the mass, printed in a brochure and the first advertisement printed and distributed in the press "in a form similar to those used in the present", appeared in an English newspaper (Petre, Nicola 2004).

(2) *Period of mass communication;*

In 1840 the first advertising agency was created by Volney B. Palmer. This agency, like those that followed in that period, was a link between those who wanted to advertise and the publishers of newspapers, reprinting the ads themselves. In 1860 there were about 30 advertising agencies that rented advertising space for about 4000 American publications. As newspaper and magazine print runs grew and new technological advances in print were made, American advertising reorganized, with new slogans, copywriters and designers arising, and product and market analysis methods improved. In 1910, due to the advertising that was done in an exaggerated way, there were protests from buyers and various organizations demanding the introduction of legal regulations but also assuming responsibility from those working in advertising. In 1911 the first legal regulations appeared which were intended to protect the consumers but also to prevent unfair competition. In the 1920s the radio appeared, a new environment in which the advertising agencies had to adapt their advertising messages, being forced to use spoken texts, sounds or music.

Also, in that period, the "father of modern advertising", Albert Lasker revolutionized advertising messages that consisted of a simple list of products for sale, transforming insipid advertising into "the art of selling through writing", after his own definition. Although radio existed, Albert Lasker focuses on print advertising and begins to pay more attention to messages and less to the images that accompany them.

(3) *The period of scientific advertising;*

It begins in 1950 and continues even today, being characterized by: increasing the importance given to the consumer, developing specialized advertising agencies, introducing new legal regulations that would punish the false and deceptive advertising, the appearance and development of two new environments television and Internet. Slowly, advertising has become a staple in the marketing mix, workers in the field not being able to rely solely on flair and native communication skills anymore.

According to American authors Agee, Ault, Emery 1988, we can highlight some trends in US advertising, starting from 1950, trends that have been also recorded in countries with a developed economic environment from Europe:

(3.1) The 1950s marked as the product era, with the advertising being concentrated on the information side, with more and more products that were to be known by potential consumers. Also, in this period simplified formulas, such as slogans, as well as the appearance of symbol characters began to appear, a good example being the Marlboro cowboy, still existing in today's advertising;

(3.2) In the 1960s there is a tendency to combine words with images, these years being marked as the image era;

(3.3) The 1970s, when the era of comparative advertising was born and which corresponded to the intention of the traders to define their products by comparing them with those of the competitors, thus highlighting the unique position of a product or service. At the recommendation of the Federal Trade Commission, in 1972, the "positioning" method appeared which involved the direct comparison between brands, considering that this way more information about products is given and competition is favored. In Europe, this modality is forbidden unlike in the USA, where in the mid-1980s the

comparative advertisement represented more than a quarter of the totality of the television advertising, which resulted in a lot of lawsuits between different producers;

- (3.4) The 1980s represented the era of "targets" and "thesis" advertising, a period in which the "positioning" method was perpetuated, as well as other trends. Manufacturers are beginning to model their products according to different aspects of consumers' lives, for example, decaffeinated coffee or non-alcoholic beverages.

1.1. Advertising in Romania from the Beginning to the Present

With the entry into force of the "Regulation on trade" in 1832 is also marked the beginning of advertising in the Romanian Countries. The first advertorial in Romania is signed by Costache Negruzzi and appears in *Albina Romaneasca* in 1846 with the title *Magaziile laşilor* and lists the necessary products for someone who wanted to be fashionable or to enjoy luxury and comfort, things that could be found in the store of a certain G. Caliman from Iasi (Petcu 2002, 19).

Slowly, slowly, starting with the 19th century, in various publications such as *Albina Romaneasca* or *Curierul Romanesc*, sections such as "private messages, sales and particular notices" began to appear equivalent to today's advertisements from the small advertising. The first "announcements" or "notices", as they were called at that time, were formulated in a simple and concise manner - who sells, what, where, under what conditions, sometimes being the case of "pre-announcements" for books or magazines.

According to Petcu (2002, 23), the first advertising "media" can be considered "pre- announcements", posters, leaflets or small-format newspapers, through which the project of editing a publication was presented and registrations or subscriptions were requested. The first fly papers (flyers of today) that were intended for information, being glued to the walls, in markets or frequented public places, have been used in Moldova since 1642. Subsequently, the ads with images appear, with a slightly humorous touch, this step marking the passage from the simple informative announcement to the publicity. In 1886, the first linear zincographic clichés were obtained, which allowed the reproduction of photographs, vignettes and borders with floral motifs, later engravings and photographs (Petcu 2002, 31, 32).

C.A. Rosetti, a trader and publisher at the "*Romanul*" newspaper, was to become a pioneer of advertising in Romania, introducing a new element to the advertisement-ads that were in the daily content, namely the comparison of prices between Bucharest and other European capitals for identical products. Looking at it from the perspective of modern advertising, this seems surprising, as M. Petcu 2002, 35 also notes, "the issuer of the message often appeared as the depositor of the products that were the subject of the ad, meaning that the publisher was a trader at the same time."

The first specialized publication can be considered *Cantor de avis e comers*, published in Bucharest, in 1837. In 1839, in Braila, *Mercur* magazine, "commercial journal of the port of Braila", appeared in the Romanian and Italian languages. In 1845, G. Asachi published in Iasi the commercial supplement of the *Romanian Albina*, called *Mercurial de laşi* or *Avizuri comerciale si interesante*, in a sample number. The number of publications specialized in ads and advertising increased from 26 titles between 1837 - 1900 to 41 titles between 1837 and 1914, in Muntenia and Moldova (Petcu 2002, 44, 45).

In Romania, in Bucharest more precisely, the first advertising agency was born, founded by David Adania, which bore the name "D.Adania Advertising Agency".

In 1924 the American agency J.W. Thompson, with a branch in Bucharest, invites the Queen Mary of Romania to appear in a commercial that praises the qualities of Ponce Cold cream, a year that becomes an extremely important one in the history of advertising in Romania, a year that marks the appearance of the "testimonial" with a celebrity (Petcu 2002, 66), type of advertisement that is also found today under the name of endorsement (advertising messages that use the image of personalities from different fields).

Between 1937-1938 the advertising agencies in Romania are marked by a strong development. The appearance of the radio and the increase of the number of subscribers (in 1930, in Bucharest the number of radio subscribers was around 500.000) offers the possibility of creating and broadcasting on the radio of audio ads under the form of musical creations, with dialogues and sound effects. During the interwar period, especially between 1930 and 1940, when the standard of living in Romania was high, the press abounded with advertising messages of some Romanian and international companies, on the most diverse products and services (Petcu 2002, 69, 70).

With the beginning of the communist period, the advertising industry begins to stagnate and even disappear, given that the economy, like all other areas, has been kept under the strict control of communist ideology and politics.

At present, the trends recorded by the advertising in Romania have aligned with those of the international industry, which is a natural thing, due to the phenomenon of globalization. Since this industry has been active for a long time at a global level, large international groups and networks have also established their headquarters in our country, which helps to propagate international trends, three of which are also relevant for the current Romanian advertising: implementation and use of the concept of integrated communication of advertising and marketing, the predominance of the visual communication in relation to the verbal one and the use mainly of the strategies of persuasive communication of emotional-affective order.

1.2. Advertising in the Online Environment

The Internet is a geographically unlimited virtual space and unhindered by any cultural barrier where progress is dictated by time. If, more than 60 years ago, when television appeared, humanity viewed this as a technological boom, the emergence of the Internet began to be viewed as a threat to TV audiences, due to the new facilities that this new environment offered. What is more spectacular is that the Internet has become a necessary and indispensable place for searching information, for socialization and entertainment, but in particular this new environment has begun to be conducive to the development of profitable businesses.

With the appearance of the Internet, traditional advertising made so far only on known media (newspapers, magazines, TV or Radio) began to know essential transformations, transformations that were due to the fact that this environment incorporated all the characteristics of other traditional media.

The Internet has begun to be approached by the big advertising companies, who have seen real opportunities for success in this new environment and it has proven to be extremely profitable. Under these conditions, a new branch of advertising, online advertising (webvertising) was laid.

As a definition of online advertising, in the absence of an unanimously accepted one, I chose to use the one advanced by the authors Iulian Veghes Ruff and Bogdan Grigore, as it seems to me one of the most comprehensive but conclusive definitions.

"Online advertising is that type of advertising displayed on the Internet, having similar purposes to traditional advertising, but the means and methods of expression, communication and interaction with the target audience specific to the electronic environment. This characteristic is manifested mainly by direct interaction, real-time communication and feedback and targeting restricted to the individual level (Veghes, Grigore 2003, 90).

Volvo's "REVOLUTION" campaign at the launch of the S60 model (Veghes, Grigore 2003, 89) was the first Internet advertising campaign, a campaign that marked a first step in realizing the efficiency of the Internet. It should be noted that a "smart" campaign on the Internet is significantly cheaper than a TV one, being able to effectively reach the same audience and much more.

The Internet allows contact with customers 24 hours a day, 7 days a week, 365/366 days a calendar year, which means real-time information dissemination, anywhere around the world, efficient information about everything the customers are trying to find out with the latest news uploaded to date, you can view customer reviews, and at a low price you can conduct studies and surveys to determine the needs of customers or determine the degree of satisfaction. All these benefits could not be ignored by advertisers, marketers or any company that respects itself and wants to be more "hi-tech".

1.3. Planning an Online Campaign

In order to carry out a campaign strictly in the online environment, it is indicated that the promoted product or the company to be as close to the online formulas, and the relations with the public or to the potential clients to be maintained especially through this channel (Patrascu, M. managing partner iLeo).

The first and most important step to take when organizing an online campaign is to take the decision that starts from evaluating the potential efficiency of the Internet as a communication environment between the organization and its audience. Although the Internet is an obvious presence in the lives of potential consumers, its use and directly the online advertising largely depends on the main features of the products or services that will be promoted through the Internet (it has been proven that the Internet is an efficient environment for promoting tourism services but for example for the promotion of detergents, Internet advertising has not yielded the same output as TV advertising.). Another element that must be taken into account when making the decision to carry out an online advertising campaign is the one regarding the ability of the Internet and the advertising made through online tools to differentiate the organization, the offer of products and services, in relation to its main competitors present on market. The costs of use and the benefits obtained from this decision should also be evaluated using the cost-benefit analysis method.

Another stage in planning a campaign is *setting goals* (Butnar, B. manager MRM Worldwide Romania).

The specific objectives of online advertising refer to: *creating notoriety* for the organization, its products, services, *generating traffic* to the distribution points of the products and services of the organization and *supporting the organization's sales* in the short and medium term.

Creating notoriety can be achieved very effectively using online advertising banners. The issue of creating notoriety needs to be approached differently in relation to the audience to whom the campaign is addressed: if a general audience is targeted, the aim is to increase the level of information given to virtual consumers. If it is about a specific audience, the level of retention of the organization, its products, its services, among the virtual consumers is searched.

Generating traffic to the distribution points of the organization's products and services is a very important objective of online advertising for new products. It is very important to convince the client to return to the website of the organization.

Supporting sales involves persuading consumers who access a website to act favorably for the organization, buying a product, participating in a promotional contest, completing an information sheet or answering a questionnaire. This is the meaning of the concept of conversion.

Once the objectives have been chosen, the budget allocated to the promotion campaign is to be set. The budget of an online campaign is determined by objectives, target and affinity. The budget can vary between 50 euros and 50,000 euros, amounts which depend on the target, objectives, affinity and especially on the product. In this sense, the use of the online media plan helps to establish the budget accurately, depending on which advertising agencies are chosen, on their portfolio, on the chosen online advertising models, their size but also according to the websites which will be used and, on the CPM (cost-per-thousand views).

The duration of a campaign is like the budget, it depends on the type of the campaign, the objectives, the specificity of the product, the action expected from the consumers, the market on which you act. Very fast feedback helps you adjust the duration of a campaign based on the response you get from consumers. The average duration of an online campaign is 4-6 weeks (Marinescu, C. Manager Splendid Interactive). The duration of the campaign is directly proportional to the time required to reach the proposed objectives.

Another important step in the planning process is to *establish the target audience*, this being done in relation to the specific features of the product. If, for example, we decide to run a campaign to promote a certain car brand, then the target audience we are targeting will be mainly men, or young couples looking for a personal car or young people who are keen on adventures behind the wheel. In order to get effective results in an online advertising campaign you must first and foremost target a specific audience with specific interests, you also need to make sure you know exactly who will buy the product and where you will find those people online.

Creating and testing advertising banners is the next step in planning. Advertising banners can be viewed in the same way as advertisements for print communication environments (daily and periodical press, views). Their creation and testing generally follow the general rules for creating advertising ads for the press (display) less a number of particularities regarding their dimension. Choosing a particular size of the ad banner leads to restrictions on the informational content of the banner. Thus, the smaller the banner is in size, the more the information that can be presented through it will be more limited in content or presentation. The larger the banner, the more the information that can be presented through it will be richer, but in this case, it appears the problem of loading it with a web page which is hosting it, so if the upload duration is longer, the chances of viewing a banner are lower.

The elements that appear in most of the advertising banners circulating on the Internet are the following: the name of the organization, its advertising slogan, the call to action addressed to the visitor, an incentive for the visitor's action (a special price offer or a free gift), the main advantage offered by the organization, the product or the service promoted through the advertising banner. Video or interactive banners will always have much better results than standard ones. Banners positioned in the center of the page give the best results, because they are much easier to be seen by the users.

The next step involves *identifying and selecting the appropriate placements for advertising banners* (Butnar, B. manager MRM Worldwide Romania).

The advertising banners are to be placed on the web pages of the different websites existing on the network or on websites that are in the portfolio of some advertising agencies. If a general audience is targeted, it is desirable that the banner to be placed on the introduction pages of the main search engines used by visitors of the network (e.g. Yahoo!, Google, Infoseek, Altavista, Excite), but if a specific audience is targeted, it is desirable for the banner to be placed on the pages (both introduction and content) of some sites with an informational content which is close to that of the organization.

As a general rule, there will be selected as host websites of the organization's advertising banners the ones which: are accessed by the highest number of users, the degree of users' loyalty to the site is high or very high, the geographical structure, demographic, psychological and behavioral of those who access the site largely matches the structure of the audience targeted by the organization, the content of the website does not create negative associations with the products and services of the organization, in the minds of the consumers, the site is updated regularly, the quality of its content being one of the strengths appreciated by the visitors, the owner of the site offers the organization the possibility to present the banners individually on the page, the duration of the exposure of the banners and the frequency with which they are replaced correspond to the communication objectives of the organization, the supplier of advertising space has a very efficient tracking and reporting system of the traffic of the website.

The evaluation of the effectiveness (Marinescu, C. Manager Splendid Interactive) *of the online advertising campaign* will be pursued starting from its three major objectives: the notoriety created, the traffic generated and maintaining the sales. In order to evaluate the notoriety created through the views of advertising banners, the indicator number of "impressions" is used. Impressions represent the frequency with which a browser in the virtual space is exposed to an ad banner. The notoriety of the organization increases when as many people see the advertising banner.

For the evaluation of the created traffic, the most useful indicator is the access rate. This is expressed as a share of impressions accessed by network users. The access rate has values between 1 and 5%. The level of the access rate depends significantly on the attractiveness of the promoted product (service), the quality of the created advertising and the quality of the website chosen as a support for the advertising banner.

Sales support can be assessed through the conversion rate. This is expressed as a percentage of the people who accessed a site and took a favorable action for the organization. It is not enough for a site (banner) to generate a high access rate, it must also be accompanied by a high conversion rate.

2. Online Elements of Efficiency

2.1. Offline Advertising versus Online Advertising

Online advertising has a specificity that is predominantly manifested through interaction, real-time feedback, precise targeting that can reach to the level of the individual but not least through interactivity, an important feature that is not found in other environments (Veges, Grigore 2003, 90). Although they are somehow different because of the media channels in which they are propagated, the amounts of money that are allocated or because of the benefits, we must not forget that both traditional and online advertising are aimed at achieving the same goals, namely promoting and awareness of the brand.

Online advertising, implicitly online marketing has completely changed the patterns of transmission of advertising, so much that instead of transmitting the message to a target audience, selected by the transmitter, which either respond or reject the message, in the electronic environment we have to deal with a unique situation, consumers seek information and publicity, so they are the ones initiating communication (Veges, Grigore 2003, 96, 97). Because the web is considered the main source of information, Internet advertising allows users to search and find with minimal effort, exactly the products that they need, and can even make a price comparison.

Unlike traditional advertising, online advertising must consider the following key issues: space, time, image creation, direction of communication, interactivity, call to action.

2.1.1. Space

If in traditional advertising, space is a limited and very expensive resource, which imposes extremely exigent limits, for example a TV or radio advertisement should have a maximum of 30 seconds, the advertiser having to be limited to the minimum and necessary information required to fit in (Veges, Grigore 2003, 95, 96), in online advertising, space is not a problem as it is also the price. Although there are limitations only in creating the banner according to certain dimensions, on the page to which that banner sends you, everything that the advertiser wants to convey can be put without any limit, all these things being done in exchange for a much smaller amount compared to an advertisement in other media. Because of this, different messages can be created for different types of consumers (those who seek information, those who seek the best price, those who are value oriented). If the messages are visual, you can put pictures, even movies. If consumers are focused on numbers, a lot of statistics can be displayed. In fact, they can create their own sales scenarios as they search for the information that interests them, avoiding other types of information.

2.1.2. Time

In the traditional media, time is the product for which the advertiser pays most of the money, this being limited but also expensive. For this reason, the advertiser must be able to concentrate in as short time as possible all the information needed to convey a clear message about the product. Exception from time is made in the written media where readers decide exactly how much time to spend to read an advertisement, but it has usually been established that the time is somewhere around 2 seconds. Due to limitations, companies try to build an image of the company or product, based on visual effects with a strong effect and which appeal to feelings.

Time represents for online advertising what consumers spend. The time is unlimited, and the exposure to the message is permanent (Veges, Grigore 2003, 98). Time is a commodity for consumers full of value for two reasons: it takes a lot of money to be online and time away from personal business or activity. In order to attract them to the store, they need to be maintained on the website, determined to return and tell their friends to go over there, something has to be added to their online store experience. The first step is to have high quality products and information presented in an attractive way. The second step is to add something real to the consumer's experience in the virtual store. The message will provide beyond images, information, solutions to the needs of consumers, will provide a guide and directions for their real-time and fast satisfaction.

2.1.3. Creating the Image

Traditional advertising offers only the possibility of displaying a message anchored within the expression limits of the respective mass-media (sound for radio, image for print and image and sound for TV). Images are static or moving, contain music, lights and action. Images are primary and information is secondary. The image is created using words and scenes that generate emotions, the information appearing very little or not at all. The advertising message will have as its main resort the affectivity, the association of symbols with the brand.

The online advertising message can use the affectivity as well as the objective and scientific information (the links offer the possibility of displaying the opinion of certain persons or consumers). Spatial-temporal freedom gives way to any form of message display and image creation. The possibilities of rendering the advertising message are unlimited, offering all forms of expression from the traditional media (a banner can include from audio-visual elements to static images, games, animation and interactivity).

2.1.4. The Direction of Communication

Through television, messages and images can only be transmitted to passive people who either listen to the message being transmitted or ignore it, and if they have questions, the answers are not immediately available (for example, if they see a commercial with a new car and they want to know its price, they have to go to the car dealership that has it for sale). Some ads also show a toll-free phone number, thus starting a relationship. Like any conventional communication process, offline advertising will deliver a message that will reach the receiver through an environment (media). In turn, the receiver will react to the message by transmitting a response (feedback), in this case the feedback being the purchase of a product, its appreciation, the awareness of the brand, which will cause the sender to reshape his message, so as to have a maximum effect. (Veges, Grigore 2003, 99). Unlike traditional media, consumers are looking for the company's message in the online environment. They choose to visit the company's virtual store and read information about the product and eventually, for other details, they can communicate with the representatives of the company much easier and faster, maybe even instantaneously. Ideally, virtual shops should have people especially hired to communicate with customers and provide them with all the required information without delay.

2.1.5. Interactivity

Supposing that, watching a television, you see an advertisement for a new car. More information is required. How much does it cost? What is the consumption of gasoline? Where is the local dealer? The ad does not tell you these things because it does not have the space to present all this information. A toll-free phone number appears for a few seconds on the screen, but there is a risk that it will be forgotten until the next advertisement begins.

The consumer watches the advertisement on the television and becomes very interested in the image. He reads the web address on the TV and connects to the Internet to read the home page. He finds all the information he needs and then joins a car discussion group and reads the messages other people have written about the car. Questions can be asked and after a few minutes the answer is received from a car owner, and not from a company representative. Through online advertising, a flow of information is transmitted, on which he can rely in order to make the purchase decision.

2.1.6. The Call to Action

If in traditional environments one uses messages such as: *Only on Thursday you have a discount on the product x!* or *Buy one now and get one more free!* advertisers, based on emotions and incentives, in the online environment the consumer wants to have as much information about that product, to look for comparisons between different products that have the same use, which makes the products that are correctly described to have an extra chance to be sold than if it were for emotion.

2.1.7. Coverage

The Internet is not yet mature enough to provide coverage as wide as other advertising environments, especially in certain geographical areas. From this point of view, the television has the widest audience, both nationally and internationally, being able to realize much wider advertising campaigns. The same can be said about radio, in most countries of the world there is at least one radio in each house.

The Internet cannot attract or target certain market segments, such as people with lower education levels or people who do not know how to use the computer, but it covers segments with certain demographic characteristics, which would be difficult to reach through other means. The ability to attract new customers is considered to be the greatest benefit of the environment. Most companies adopt nowadays online promotion in their communication strategies and integrate online advertising within the marketing mix.

2.1.8. Selectivity

At least theoretically, through the Internet, one can communicate with segments that are much better defined by consumers than other environments, but companies have not been able to make the most of this. Rather, it may be a self-selection process, carried out by the consumer, choosing a specific advertisement, a specific site, so his interest in the message communicated by the company is much higher from the beginning than in the case of traditional media. Consumers individualize their experience by choosing a certain order of accessing the pages, the most popular sites being the ones that allow users to personalize their interaction with the message of the company. No other media channel offers consumers such a high degree of control, but also the possibility of individualized communication (Vegeş, Grigore 2003, 100).

2.1.9. The Public

In traditional media, advertising is addressed to a geographically limited audience with common general features, having no representation at the individual level, but a composition from the entire socio-demographic sphere, the target audience being targeted, searched. The public's reaction to the advertising campaigns cannot be measured precisely because it cannot interact in real time and directly with the advertiser (Vegeş, Grigore 2003, 101). Online advertising as opposed to traditional advertising is addressed to an audience that is not geographically limited. The audience can be individualized, the groups can be identified by the features that are important to the campaign. The audience is represented by specific socio-demographic categories, ideal for the advertising activity, being able to send an immediate response, in real time, through the same environment being able to interact with the advertiser, the message being interactive.

In addition to the differences listed above between online and traditional advertising, we can also add other differences in terms of costs, turnover or payment methods.

2.2. The Advantages of Online Advertising

From the point of view of the advertisers and the efficiency control the main advantages offered by the online advertising are: targeting, monitoring, displaying the advertising, its changing and interactivity.

2.2.1. Targeting

By targeting an advertising campaign can address to only certain regions or nationalities or the campaign can run only at certain time frames taking into account the personal preferences of the consumers. For the most accurate targeting, a multi-step structured optimization process is used. In the first stage, as much data is collected about the target audience (what kind of sites they visit, what kind of articles they prefer to read) and after these data are centralized the company sends advertising messages to a large number of recipients. In the second stage, information about the public is collected from all existing sources, from databases to data obtained from the website hosting the advertisement. The third stage in the targeting process is reserved for analyzing the collected data and grouping them into similar segments so that each segment is addressed the message that interests it the most, this division representing group level targeting. In the next step, with the help of the collected

data, a personalization of the message that must be transmitted can be made up to the individual level. The final stage will run for the entire duration of the campaign and will represent a new starting point for the offers targeted on groups and individuals. Targeting means nothing more than restricting the target audience from an indefinite number of recipients to sending personalized offers at the individual level (Veget, Grigore 2003, 92, 95).

2.2.2. Monitoring

Monitoring is done in order to establish exactly what are the points of interest for current or potential customers, depending on how they interact with the presented products. At the same time, it is also possible to monitor how users have browsed inside the page, what they viewed before or how long they spent on a certain page. The efficiency of an advertisement can be determined by the number of clicks it receives or by the number of sales it has generated.

2.2.3. Displaying the Advertising and Changing It

One of the great benefits of displaying an advertisement in the online environment is the fact that it can be displayed non-stop, 7 days a week, 365 days a year and in addition to this unique feature, the advertisement can be modified, interrupted or optimized at any time. The advertising campaign can be followed daily and depending on its effect, it can be modified (Veget, Grigore 2003, 96).

2.2.4. Interactivity

Due to this unique feature of the online environment, the consumer can move very quickly from the advertisement to the producer, who has the opportunity to interact with the product, can hear the opinions of other consumers and most importantly, can buy it from home or from the office, during the lunch break, with no need to travel to the headquarters of the company.

2.2.5. The Advantages of the Consumer

In online advertising, the consumer is an active participant who helps to build commercial messages by choosing what he wants to see, when and how often he sees it. Basically, due to the interactivity with the consumer, this is perhaps the most important link from the transition from mass advertising to a very precise selection of the target group and ending with the individual, personalized communication.

3. Online Efficiency

As in other environments, the success of an online campaign depends very much on the knowledge of the domain, advertising, but also the knowledge of the environment, namely the Internet. According to specialists, (<http://www.refresh.ro/>) online advertising is more effective than traditional advertising.

Their main arguments refer to:

- better quality of the targeted audience considered from the point of view of income, level of training, concern for technical issues and technology);
- better selectivity through the number and growth rate of highly specialized websites significantly exceeds the same references for traditional communication media, press, radio or television)
- the performance and evaluation of the efficiency of the online advertising actions can be done much faster, much more accurately, allowing appropriate and prompt corrections of the specific carried out campaigns.

3.1. Efficiency of Online Campaigns

The objectives of an online campaign can be very specific and that is why when we talk about the efficiency of online campaigns, we have to refer strictly to the set objectives. With its help, notoriety can be gained (for a brand, product, offer, service), customer relationship (a free online service can be offered to develop a long-term relationship with the target audience), sales leads (through which the user can be brought to the point of the offline sale or even online, if the product is sold through a virtual store), data about the users can be collected and content generated by consumers can be obtained.

The evaluation of the efficiency of an online advertising campaign will be done starting from the three major objectives: the notoriety created, the traffic generated and the sales support. In order to evaluate the notoriety created through the displayed advertising banners, the indicator number of "impressions" is used. Impressions represent the frequency with which a browser in the virtual space is exposed to an ad banner. The notoriety of the organization increases when as many people see the advertising banner.

For the monitoring of traffic, the most useful indicator is the access rate. The level of the access rate depends very much on the attractiveness of the promoted product but also on the quality of the advertisement and the site. The access rate is expressed in percentages and has values between 1 and 5%, representing the share of impressions accessed by the people browsing the network.

Sales support can be monitored through the conversion rate, which represents the percentage of people who visited that site and took a favorable action (*for example, they bought a product or a service*). The most important things are that the conversion rate must be high, and it is not enough to have only a high access rate. *For example, if an ad banner of Company X generated an access rate of 6% and a conversion rate of 75% and a banner of Company Y generated an access rate of 10% and a conversion rate of 40%, we can say that the banner of Company X was more efficient (conversion $X = 0.06 * 0.75 = 0.045$, which is 4.5%) compared to the banner of Company Y, which despite a nearly double access rate achieved a lower conversion rate (conversion $Y = 0.1 * 0.4 = 0.04$ namely 4%).*

3.2. Online Efficiency Indicators

The efficiency indicators can be defined according to each site separately, according to its type and activity, but as indicators considered, we can mention the following:

Turnover from advertising: a good indicator, which is not directly related to traffic, but to the quality of the content. There are websites of 200 visitors a day that make more money than websites with 10,000 users per day. The digital environment had a share of 3% of the total 540 million euros invested in the media, and this year it will reach 4% of the market which will be of 340 million euros. Worldwide, the Internet advertising market is about \$ 54 billion (36.2 billion euro), with Google being the only company among the 15 largest media companies in the world with such growth. Marketers expect that next year online advertising spending will increase by 7.6%, and in 2012 by 15%, believing that investments in Internet advertising will increase due to its efficiency and precise targeting of the public.

The number of orders is a direct indicator related to the quality of the presentation on the site. A company with a better web presence produces more prospects, more contracts than one that didn't prepare so well. It matters the approach method of the user until he or she decides you are the chosen one.

The number of subscriptions to the newsletter. In a world where you can see thousands of sites every day, on some occasions you subscribe to see what some of them have to say. It is an indicator of the efficiency of web communication. It can often be linked to a particular event, and then the measurement of the effect can be direct and better than in other environments.

Online store deliveries. The indicator really reflects the state of the store, the relationship with the suppliers and the negotiation power.

Number of replies. When using Blog or Comments platforms, the power of the community is directly reflected in its quality. The more quality (subjective) answers, the stronger the online tool is.

The number of constant clicks. The number of clicks on a banner or other advertising object, made by one or more visitors, the number of pages with constant advertising (namely the number of pages with advertising visited on a site during a certain period by a single visitor), the percentage of clicks (that is, the number of constant clicks divided by the number of pages with advertising). The basic criterion in analyzing the efficiency of an online campaign should not be the direct increase of sales on a short-term, but its effects on the level of perception on the brand and on the image. The Internet is, first and foremost, an excellent way of communication, before being a very good way for sales or direct marketing. The online environment is a very good space for communicating values, positive associations or emotional benefits, a space where interaction with potential customers takes place, creating a favorable perception for those who have not been taking contract with the brand or loyalty and correct orientation of the decision to purchase for those who have already done this thing (Anja 2004, 73).

3.3. Internet Promotion

With the increasing popularity of the internet due to technological innovations, a new activity begins to make its presence, becoming more profitable and being used by a growing number of companies. This activity included electronic advertising and marketing, tools that could be used at minimal cost but offered enormous possibilities.

With over 30 million users worldwide and registering a growth rate of over 10% per month, Internet marketing is becoming easier and handier than traditional methods. Taking into account that a marketing company can determine a response rate of at least 2%, comparing this rate with the Internet users, would result in a few thousand responses on the Internet.

More and more companies from different economic sectors are beginning to realize the enormous potential that is offered through the Internet. In the past, to attract the attention of several millions of "spectators" and potential customers, television networks offer advertising packages consisting of several commercials lasting up to 30 seconds for prices of tens of thousands of dollars, prices that were huge for the small companies, only giants like Coca-Cola or Ford being able to afford to use this form of advertising.

Thanks to the internet nowadays, any company can afford to form an image and get to attract the attention of customers in exchange for considerably smaller amounts of money than advertising through television networks. Another method is to rent advertising space on a popular site with high traffic. As television channels charge directly in proportion to the number of viewers of a program, so do the rates of an advertising "banner" - which points to the site of the company that rented the advertising - depend on the traffic on the site. Being connected to such a service offers an important visibility to the commercial companies, visibility without which their presence on the Net would remain inefficient.

A successful graphic design cannot by itself guarantee the success of a website. A good content associated with a good graphic design complement each other, ensuring the success of a web page.

Designing and managing a successful site is therefore not a trivial activity. It is rather an activity that needs to be well coordinated, which can become costly both in time and in money. However, the results can exceed by far the investments made. Particular attention should be paid to the way of combining the informational content with the graphic content, without neglecting, as far as possible, the technical content.

A large number of sites, which have achieved great success, however, have a rather modest and simple graphic and technical design, but they are overflowing with informative content, new, fresh and interesting. Because the key to the Internet is content. There are several ways to make money on the Internet, being online, and even offline. Considering the large number of advertising messages carried over the Internet, certain advertising companies, instead of including the advertising messages on their site, pay the user with some of the money obtained from the advertising contracts to download a program which, when it is executed, it displays a window where the advertising messages are displayed.

Another method of promotion is through the banners displayed on the website of the advertising company. Some advertising companies pay the user to login to the website displayed in the banner.

There are also offline methods of advertising: emails with advertising messages and links. The user must click on the links and visit the respective pages and they receive a sum of money for each address visited.

One of the most effective methods of advertising on the Internet is through search engines.

With 51.98% of the total visits made on the Internet, search engines are the main source of traffic for Romanian sites. Google is the favorite of Romanians in online searches, with a smashing 97.16%. Yahoo is at a great distance, with just little over one percent (only 1.44%), and Bing is on the third place with 0.42%.

All the pages found are stored in a database. When a user searches in a search engine for a particular phrase or word, the search engine will look in that database and, according to certain priority criteria, will create a list of results that will be displayed as a result.

Advantages of online advertising (Badiu 2013):

- It represents a fast and easily accessible means used for an increasing number of people;
- Advertising messages can be complex, they can contain text, sound and image within the same message;
- The space in which the advertisement is displayed is unlimited;
- It is the perfect research tool. It has the ability to accurately measure how many people have accessed a particular web page or virtual store and how many of them have purchased a particular product;
- Through the Internet, the consumer does not only see the advertising, but he can interact with the product, can find reviews of other buyers, from different sites, forums, sometimes he can test the product, or even buy it, without moving to a store, with just a few clicks on the computer;
- Online advertising can be displayed 24 hours a day, 7 days a week, and 365 days a year;
- An online advertising campaign can be launched, modified or interrupted immediately. The person who deals with Internet advertising can follow a campaign daily, and if it generates too little response, he can change it at any time, a fact which cannot happen in print or TV advertising;
- The Internet campaign is significantly cheaper than the one on TV, effectively reaching the same and more accessible audience. The small and medium budgets of companies, which cannot reach the TV, can go online;

- In the case of online advertising, feedback is much faster than in other promotional cases, and the duration of a campaign can be adjusted according to the response received from the consumers;
- Targeting is also an advantage, advertising on the Internet offers targeting possibilities that no other form of advertising can offer. The opportunity of this advantage is that the company can create a campaign by categories of consumers, for example a campaign can be addressed to users from certain companies, of certain nationalities, from different geographical regions, it can be placed at a certain time, for a certain way of communication (PCs, tablets, phones using the Internet);
- The company can monitor the products with the most success among the users;
- Advertisers can measure the effective response to an advertisement, by the number of clicks the advertisement receives, or by the number of purchases generated through the banner, etc., a thing which is almost impossible by traditional means.

Therefore, there are many benefits of online advertising, and a company of nowadays that respects itself has to take into account and keep in mind that everything will slowly depend on the Internet, and so they should use this form of promotion as well in order to attract as many customers as possible.

Disadvantages (Plugaru 2017):

- One of the biggest disadvantages of online advertising is the phenomenon called banner blindness. This is about the tendency of web page visitors to ignore the ad banners. This can happen even when the banner contains the information that the user is looking for. As often, the phenomenon is encountered in the case of promotional messages, especially when these emails are received in large numbers, taking the form of SPAM;
- Another disadvantage of advertising in the virtual environment relates mainly to interactive and multimedia advertising. Although it's a form that enjoys popularity and offers many benefits, dynamic ads are harder to load than static banners. Therefore, they should be used with greater care;
- Online advertising can often be blocked. This can be done with the help of specially designed programs to prevent the display of advertisements on the Internet. Whether it's simple banners, flash, text, or other types of ads, they often make browsing difficult and become annoying for the consumer;
- Another disadvantage of online advertising is that small businesses do not have enough financial possibilities to promote themselves through virtual advertising. This is all the more difficult to do, as there are millions of companies selling similar products and services;
- One problem that cannot be overcome by those who intend to promote a product through online advertising are the difficulties that may arise in estimating the legitimacy of certain transactions. Another disadvantage of online promotion is that sellers and customers are isolated from one another. The contact between the two parties is minimal both before and after the conclusion of the transaction. As a result, the chances of repeated sales decrease, and many companies can turn to other methods of promotion;
- Sometimes, online advertising also involves additional expenses. For example, to be able to support a video playback, the hosting service may need upgrades. As a result, the costs of operating the site will increase. Moreover, online advertising can be a wrong choice if the targeting is based on an audience less involved in the virtual world and without too much technological knowledge.

Conclusions

The two types of advertising, traditional and online, most often complement each other, taking into account the fact that many online campaigns are supported and come as an extension of an offline promotion campaign. More specifically, online advertising comes only to complete the marketing mix that lies at the basis of a successful promotion.

Most of the companies - market leaders, created their own websites, hired real digital marketing teams, teams that, most of the time belong to the IT department and, some of them, diversified their range of products offered to the market. A well-known example: eMag, which started its activity in 2001 as an online store for computer systems and office products, which has diversified its activity in the future to household and electronic products, and currently, eMag sells articles of personal care, car products, sports goods, books, music, movies, home and garden products, petshop, products for children, etc. eMag is currently one of the most popular online sales platforms. Most companies, however, supplement their classic sales, in physical stores, with online sales, or, regardless of the form of sale, they use both classic advertising and online advertising. From the online forms of advertising, it is preferred, banners, companies placing ads on search engines and on sites that attract the target audience and can thus persuade them to visit the site. As a classic form of promotion, advertisements are

used in special sections of newspapers and business publications. Also, the big companies create TV commercials / spots, broadcasted on the television channels, local, or national, according to the allocated budget.

Visitors can be drawn to a particular site by being offered samples or free information. Some companies have free delivery for any product, or starting from a certain value, to any place. Companies create their own awards, or use entertainment elements on the site, or use the personalization of the site - building customer relationships, thus creating the feeling of exclusivity. Customers' email addresses are typically acquired when customers subscribe to the site. The use of such tactics helps to create a database to help determine the needs and requirements of customers, which will lead to increased sales. By creating a domain with a password on the site, people have the feeling that they belong to a special community. Members can also provide demographic information, the area of origin, what captures their attention on the site, the number of clicks, etc. People like to see what other people think. Readers can make their views known on certain topics and see the results immediately. TV or the press advertising does not allow you to know the exact number of people who saw the advertisement or their reaction to the advertisement or to the offered products. Predictions can be made, of course, but they are not as accurate as the information obtained on the Internet.

Analyzing the characteristics of online and offline promotion, we can conclude that the online environment offers more advantages than the classic one. However, the two types of advertising have at least one point in common: in both cases, you have to know very well the target audience you are addressing to. Online and offline advertising must complement each other, express the same idea, reinforce the message and not mislead the consumer. As a result, online advertising has become the most profitable business for advertisers in a record time, when we talk about annual balances of billions of dollars of profit.

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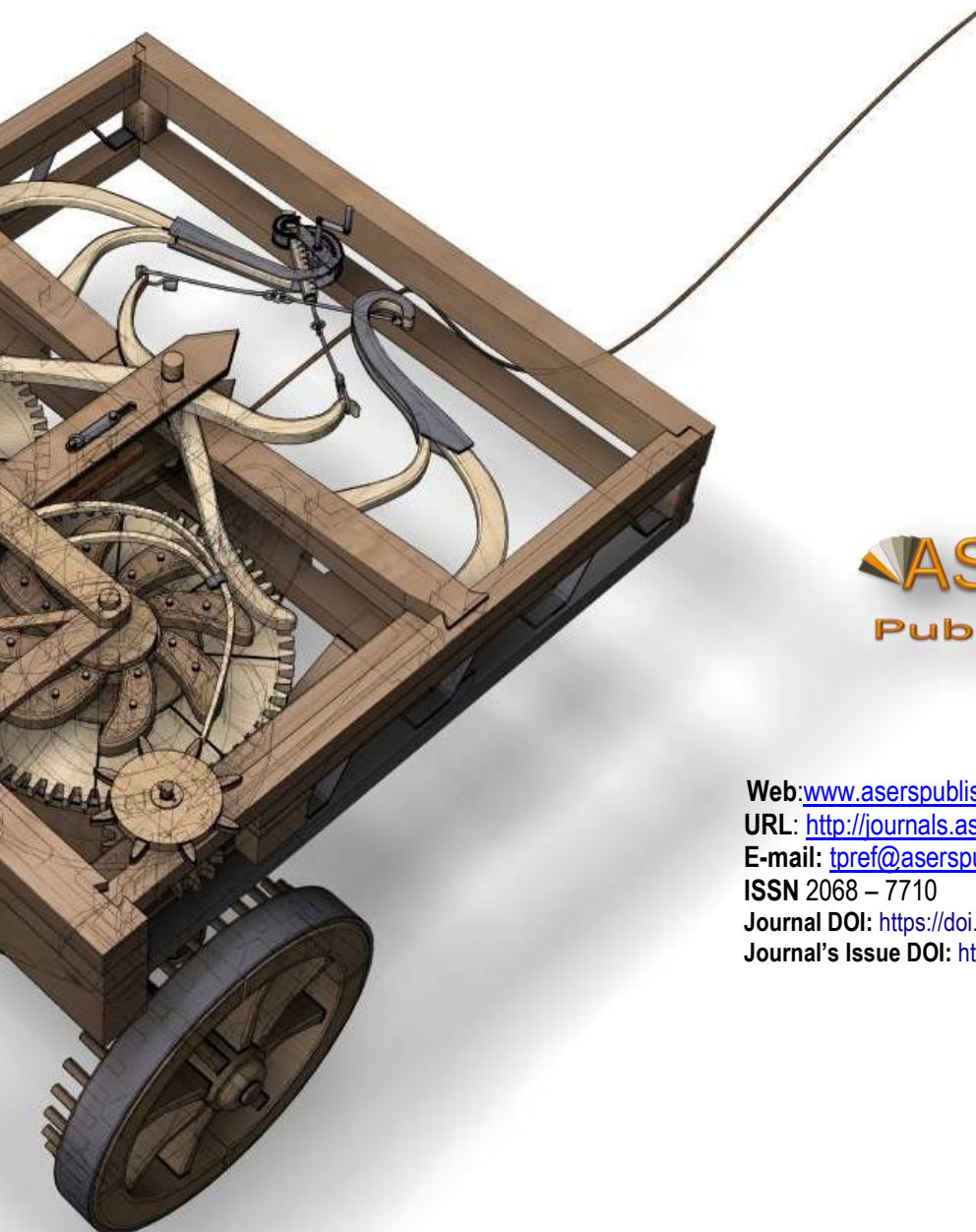
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