The supply path optimization of programming advertising

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Abstract (Font: Arial, Font size 12)

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Advertising operations in the media industry are constantly evolving. With constant technical developments, shifts in consumer demands and opinions along with the introduction to new advertising regulations, staying in the know with advertising technology trends is hugely important for industry professionals in order to gain a competitive advantage. Programmatic advertising projected to reach approximately $100 billion in spend globally in 2020. Over the 5 years, programmatic has grown steadily and although this growth is astounding in any industry, it does not come without any growing pains and challenges. For ad tech, some of the biggest challenges to date have been related to quality, auction transparency, and fees.

**Keywords:** *AD Tech, Programming Ad, AD Algorithm, Marketing*

1. Introduction (Font: Arial, Font size 12 B)

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Digital advertising was built on a foundation with open standards in which no single governing body regulates market transactions. As the ad tech industry matures both advertisers and brands are demanding more standardized ways of measuring the effectiveness of advertisements funneled via an ad exchange. Similarly, publishers are making heavier efforts to fully understand the value of their advertising inventory. With that being said, viewability has become a key metric to help define the value for both advertisers and publishers.

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1. Method

This study used eye tracking technology. Authors need to explain the research method in detail, which includes experiment setting and sample characteristics.

* 1. Tables

Authors can insert tables. Every table must have a caption (title) above it, which must have the **“Table Caption**” style applied. Please note that tables **should not** be supplied as image files, but if they are images they must have the “Image” style applied. As an example, Table 1 shows all the styles available in this template, to be applied to the respective element of your text.

Table 1: Styles available in the Word template

| **Category** | **Number** | **%** |
| --- | --- | --- |
| **Gender** |  |  |
| Male | 24 | 52.2 |
| Female | 22 | 47.8 |
| **Age** |  | 54.3 |
| 20-24 | 25 | 28.3 |
| 25-29 | 13 | 17.4 |
| Older than 30 years | 8 |  |
| **Education** |  |  |
| University student | 27 | 58.7 |
| Non university student | 19 | 41.3 |
| **Visual aids** |  |  |
| Wearing glasses or contact lens | 12 | 26.1 |
| No wearing visual aids | 34 | 73.9 |

* 1. Figures

Figures should be inserted after their first text reference, and have specific styles for identification. Insert a figure and apply the “**Image**” paragraph style to it. For the figure caption, apply the style “**Figure Caption.**”

To accommodate readers with color vision differences, figures should still be usable when printed in grayscale. Refer to elements of the figure with non-color terms, for example “indicated as squares” instead of “indicated in blue”. Use different patterns in bar charts, different line patterns in graphs, and different shapes in plots to distinguish groups of elements and reinforce color differences.

* + 1. Figure 1.

Figure 1 is an example of a figure and caption spanning the half-page width (one column in a two column format) with the styles applied. If your figure contains third-party material, you must clearly identify it as such, as shown in the example below.



Figure 1: Programmatic Advertising Technology

1. Result

The result found the strong articulation between theme park and each industry.

* 1. Quotations and Extracts

There are styles for block quotations, which should be used for quotes that are separated from in-line text. Below is an example.

“The state-of-the-art machinery can produce millions of waves per year and is designed to recover part of the energy used in the wave generation process to attain the lowest possible energy consumption. The innovative water treatment system, developed specifically for wave lagoons, will keep the water transparent and clean throughout the year.” (Wavegarden, 2020)

* 1. Equations

There are two types of math equations: the *numbered display math equation* and the *un-numbered display math equation*. Below are examples of both.

* + 1. *DisplayFormula.*

The **DisplayFormula** style is applied in the numbered math equation. A numbered display equation always has an equation number (label) on the right.

(1)

* + 1. DisplayFormula.Unnum.

The **DisplayFormulaUnnum** style is applied only in unnumbered equations. An unnumbered display equation never contains an equation number Bertot and Grimes (2012) on the right—this element distinguishes it from the numbered equation.

Please note: the subsequent text after the **DisplayFormula** (numbered equation) or **DisplayFormulaUnnum** (unnumbered equation) must have the paragraph style **ParaContinue** applied.

* 1. References

ADTECH-J prefer APA referencing style providing author(s) name(s), journal title/book title, chapter title/article title, year of publication, volume number, book chapter and the article number or pagination. Use of DOI is highly encouraged. You are referred to the Publication Manual of the American Psychological Association, Sixth Edition. Details concerning this referencing style can be found at

<http://linguistics.byu.edu/faculty/henrichsenl/apa/apa01.html>

References list should be arranged first alphabetically and then further sorted chronologically if necessary. More than one reference from the same author(s) in the same year must be identified by the letters 'a', 'b', 'c', etc., placed after the year of publication.

ACKNOWLEDGMENTS

Acknowledgments are placed before the references. Add information about grants, awards, or other types of funding that you have received to support your research.

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