

ACTIVITY 6: INTERNET ADVERTISERS

New Skills Reinforced:

In this activity, you will practice how to:

1. use the AutoFill feature to complete a number sequence in a spreadsheet.

Activity Overview:

Media consumption and advertising is spurring excitement differently than it was just a few years ago. Advertisers realize that media now goes hand-in-hand with technology. Internet advertising has been steadily increasing over the past decade and is designed to support communication with consumers. Whether you're an agency or advertiser looking to maximize your investment or a Web publisher targeting prospects, online advertising delivers complete, accurate, and virtually real-time exposure to products and services.

The following activity illustrates how spreadsheets can be used to chart the frequency of advertising by providing a list of the leading Internet advertisers.

Instructions:

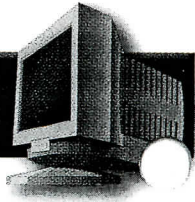
1. Create a NEW spreadsheet.

Note: Unless otherwise stated, the font should be set to Arial, the font size to 10 point.

2. Type the data as shown.
3. Bold cell A2 and change the font size to 20 point.
4. Bold cell A3 and change the font size to 14 point.
5. Bold rows 5 and 6.
6. Use the AutoFill feature to automatically complete the series of POSITION numbers. To do this, select cells A8 – A9. While the cells are selected, click the bottom right-hand corner of cell A9 until the mouse pointer changes to a "+" sign. Now drag the mouse pointer down to cell A32 and release the mouse button. The cells should now be filled to complete the number sequence for cells A8 – A32.
7. Format the width of column A to 12.0 and left align.
8. Center align cells A6 – A32.
9. Format the width of column B to 32.0 and left align.
10. Format the width of columns C and D to 20.0 and center align.
11. Carefully proofread your work for accuracy.
12. Save the spreadsheet as INTERNET ADVERTISERS.
13. Analyze the changes made to the data in the spreadsheet.
14. Set the Print Area to include all cells containing data in the spreadsheet.
15. Print Preview and adjust the Page Setup so that the spreadsheet fits on one page.
16. Print a copy of the spreadsheet if required by your instructor.

NEW SKILL

ACTIVITY 6: INTERNET ADVERTISERS DATA SPREADSHEET



	A	B	C	D
1	Activity 6 Student Name			
2	Top 25 Internet Advertisers			
3	SEPTEMBER 2005			
4				
5			ADVERTISING	
6	POSITION	ADVERTISER	FREQUENCY	SECTOR
7				
8	1	Vonage	20632	Technology
9	2	Classmates.com	15510	Miscellaneous
10		Ameritrade Brokerage	8355	Finance
11		Superpages.com	6761	Miscellaneous
12		Netflix.com	6413	Entertainment
13		Overstock.com	6369	Retail
14		Amazon.com	5462	Retail
15		Monster.com	5420	Classifieds
16		LowerMyBills.com	5251	Finance
17		RealArcade Games	4698	Entertainment
18		Scottrade Stock Brokerage	4644	Finance
19		Love@AOL	4560	Dating
20		Dell VAR Computers Products Direct	4347	Technology
21		Circuit City	4145	Retail
22		Capital One	4043	Finance
23		University of Phoenix Online	4000	Education
24		Harrisdirect.com	3770	Finance
25		Earthlink	3734	Technology
26		CareerBuilder	3715	Classifieds
27		Freecreditreport.com	3704	Finance
28		eBay.com	3618	Retail
29		Nextag Services	3455	Miscellaneous
30		Viagra RX	3189	Health
31		Devry University	3189	Education
32		Dell Inspiron Computers Direct	3167	Technology

Source: <http://www.clickz.com/stats/sectors/advertising/article.php/3562801>