

If the appropriateness of an advertisement for a publication depends on the nature and character of the publication, then

how “appropriate” might big data analytics decisions be when placing ads?

Latanya Sweeney
Chief Technologist, FTC

Jinyan Zang
Summer Research Fellow
in Technology Science, FTC

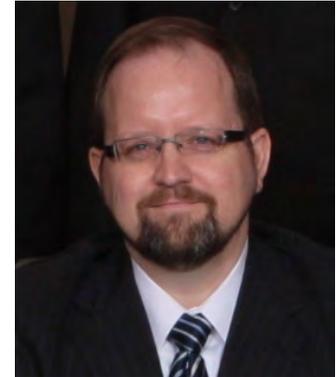
*Summer Research Fellowships
in Technology Science*

Krysta Dummit



Chemistry at Princeton
University '15

Jim Graves



PhD student at Carnegie
Mellon

Paul Lisker



Computer Science at
Harvard University '16

Jinyan Zang



Consultant at Oliver
Wyman, Economics
at Harvard University '13

In Case You Missed It: Ditching Real Estate Brokers

ONLY ONE STAR    BRINGS YOU AMERICA'S FAVORITE BRANDS  **SHOP NOW** FREE SHIPPING & RETURNS FREE SHIPPING WITH \$99 PURCHASE



Family tragedy shapes some Miss America platforms

ATLANTIC CITY, N.J. (AP)—Raeanna Johnson and the rest of her family didn't know her 18-year-old brother Tyler was addicted to methamphetamine until after he committed...

HEADLINES

Inside Conditions —Michael Vick, PETA and Iraq

Hottest Wives and Girlfriends of World Cup 2014 Soccer Players

Malia Obama's summer job draws critics in the blogosphere

Black identity and racism collide in Brazil at World Cup

R. Kelly's daughter comes out as transgender boy

VIDEO VIEWS



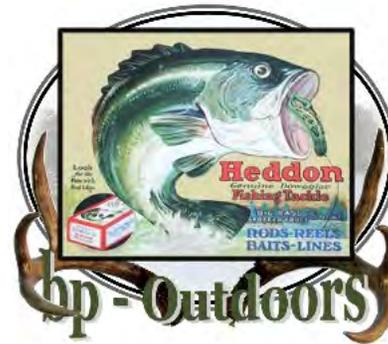
Pittsburgh Courier **SEARCH ARCHIVES**

ONLY ONE STAR  **IYANKA TRUMP** BRINGS YOU AMERICA'S FAVORITE BRANDS  **SHOP NOW** FREE SHIPPING & RETURNS FREE SHIPPING WITH \$99 PURCHASE

advertisement

Today, a big data analytics engine delivers ads to its online website.

Since different types of consumers may have different levels of interest in a specific ad...



Source: Ads seen online.

A promise of big data analytics is to deliver ads that are personal and specific

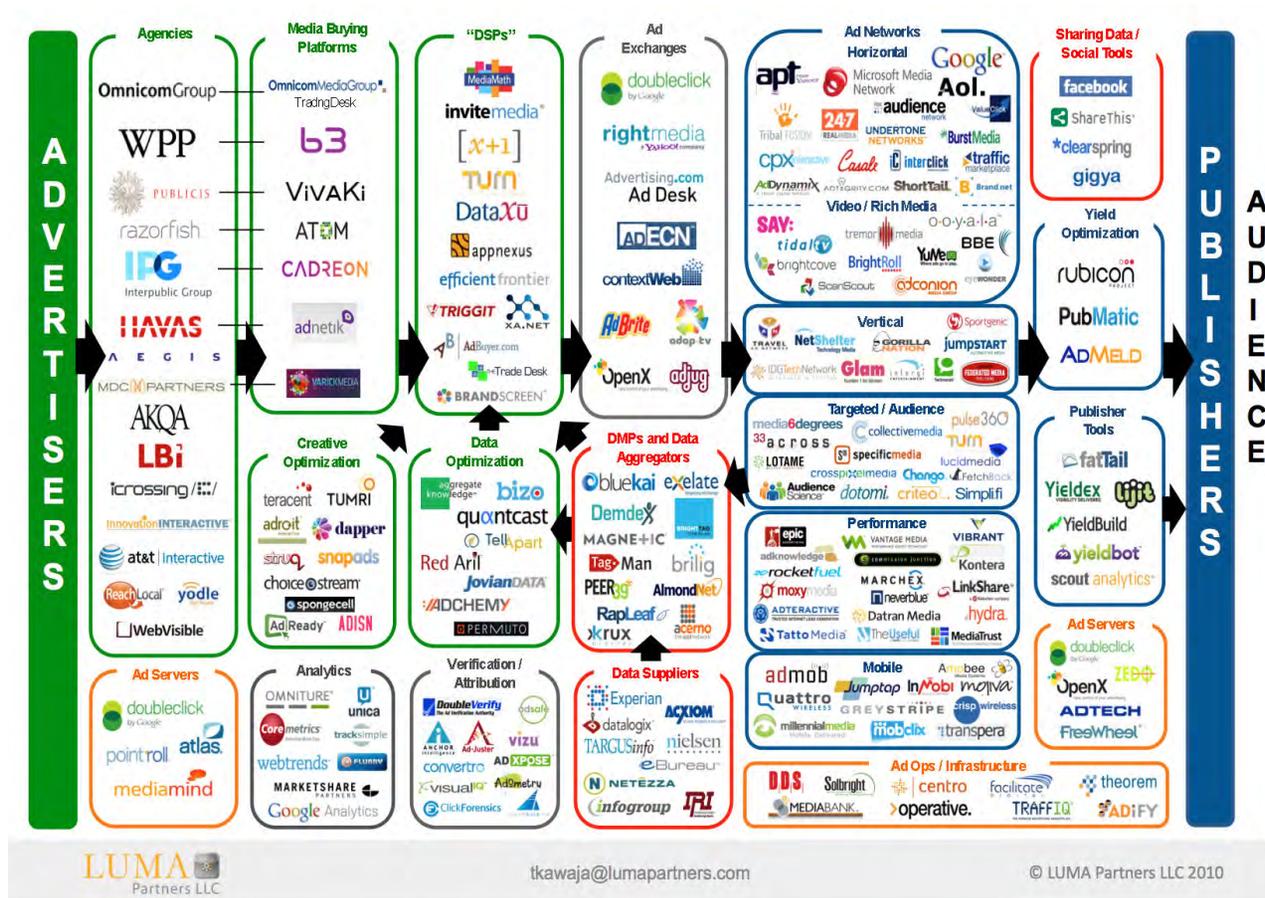
Recreational fishermen

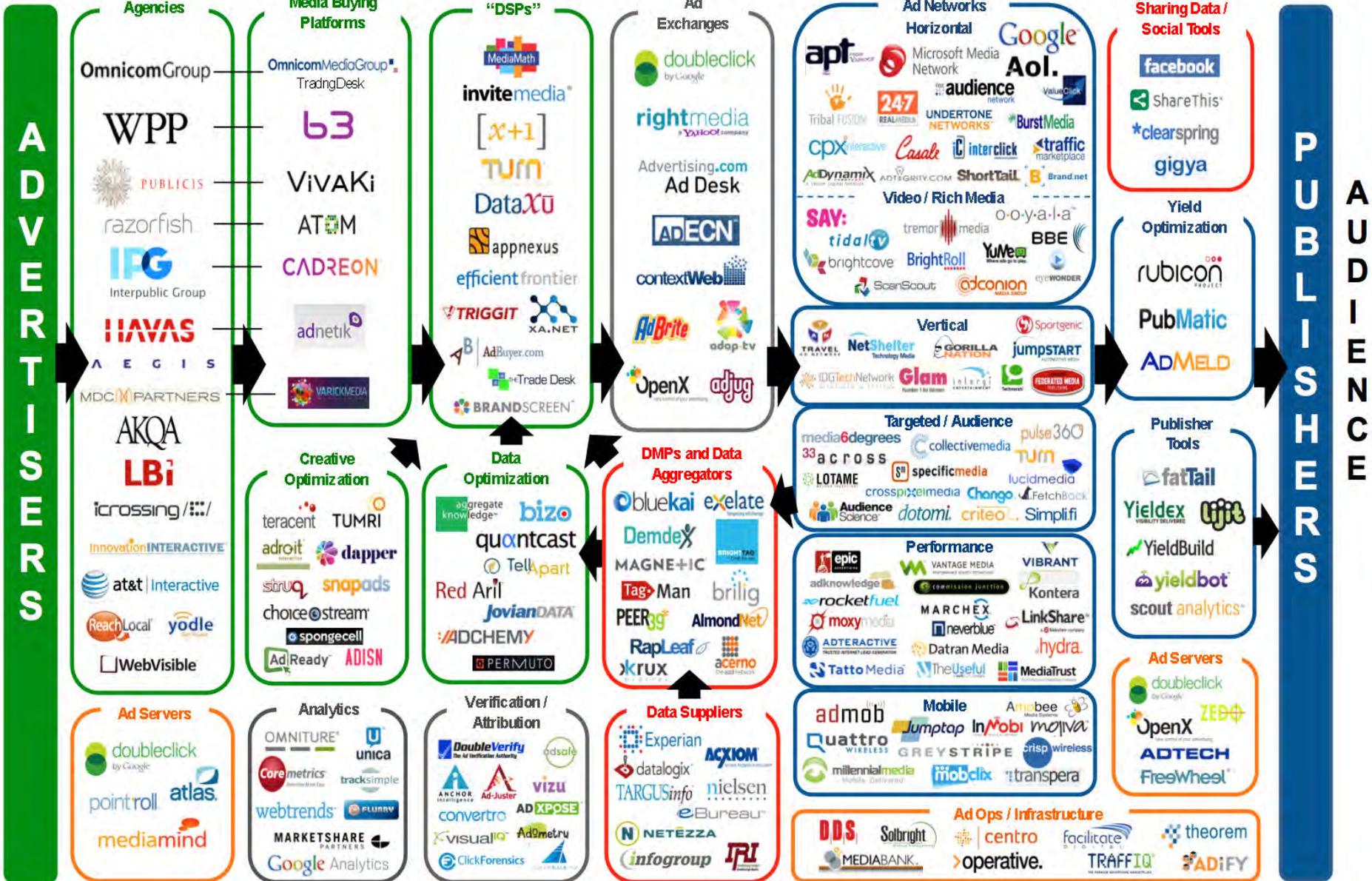


Young mothers



A large number of intermediaries and analytics are between advertisers and publishers





ADVERTISERS

Agencies

- OmnicomGroup
- WPP
- PUBLICIS
- razorfish
- IPG
- Interpublic Group
- HAVAS
- AEGIS
- MDCM PARTNERS
- AKQA
- LBi
- icrossing
- Innovation INTERACTIVE
- at&t | Interactive
- ReachLocal
- yodle
- WebVisible

Media Buying Platforms

- OmnicomMediaGroup
- TradingDesk
- b3
- VIVAKi
- ATOM
- CADREON
- adnetik
- VARICKMEDIA

"DSPs"

- MediaMath
- invite media
- [x+1]
- TURN
- DataXu
- appnexus
- efficient frontier
- TRIGGIT
- AdBuyer.com
- Trade Desk
- BRANDSCREEN

Ad Exchanges

- doubleclick by Google
- rightmedia a Yahoo! company
- Advertising.com
- Ad Desk
- ADECN
- contextWeb
- AdBrite
- adap.tv
- OpenX
- adjug

Ad Networks Horizontal

- Google
- Aol.
- Microsoft Media Network
- audience network
- 247 REALMEDIA
- UNDERTONE NETWORKS
- BurstMedia
- traffic marketplace
- interclick
- casale
- AdDynamix
- ADTEGRITY.COM
- ShortTail
- Brand.net
- Video / Rich Media
- SAY: tidal
- tremor media
- o-o-y-a-l-a
- brightcove
- BrightRoll
- YuMe
- BBE
- ScanScout
- colconion
- eyeWONDER

Sharing Data / Social Tools

- facebook
- ShareThis
- *clearspring
- gigya

Yield Optimization

- rubicon
- PubMatic
- ADMELD

Vertical

- TRAVEL
- NetShelter Technology Media
- GORILLA NATION
- jumpSTART
- IDG Tech Network
- Glam
- alumni
- FEDERATED MEDIA

Publisher Tools

- fatTail
- Yieldex
- Ujif
- YieldBuild
- yieldbot
- scout analytics

Targeted / Audience

- media6degrees
- across
- collectivemedia
- turn
- LOTAME
- specificmedia
- lucidmedia
- Fetchback
- Audience Science
- dotomi
- criteo
- Simplifi

Performance

- epic
- adknowledge
- rocketfuel
- moxymedia
- ADINTERACTIVE
- Tattoo Media
- VANTAGE MEDIA
- VIBRANT
- Kontera
- MARCHEX
- Datran Media
- LinkShare
- hydra
- MediaTrust

Ad Servers

- doubleclick by Google
- OpenX
- ADTECH
- FreesWheel

Mobile

- admob
- Quattro
- millennialmedia
- Mobile
- JumpTap
- InMobi
- mojiva
- GREYSTRIPE
- crisp wireless
- mobclix
- transpera

Ad Ops / Infrastructure

- DDS
- Solbright
- MEDIABANK
- centro
- facilitate
- operative
- TRAFIQ
- theorem
- ADIFY

Data Optimization

- aggregate knowledge
- bizo
- quontcast
- TellApart
- Red Arif
- JovianDATA
- ADCHEMY
- PERMUTO

DMPs and Data Aggregators

- bluekai
- exelate
- Demdex
- MAGNE-IC
- TagMan
- brilig
- PEERgg
- AlmondNet
- RapLeaf
- acerno
- KRUX

Creative Optimization

- teracent
- TUMRI
- adroit
- dapper
- struq
- snapads
- choice@stream
- spongecell
- AdReady
- ADISN

Analytics

- OMNITURE
- unica
- Coremetrics
- tracksimple
- webtrends
- FLUORV
- MARKETSHARE PARTNERS
- Google Analytics

Verification / Attribution

- DoubleVerify
- adsafe
- ANCHOR intelligence
- Ad-Juster
- vizu
- convertro
- ADXPOSE
- visualiq
- Admetry
- ClickForensics

Data Suppliers

- Experian
- datalogix
- TARGUSinfo
- nielsen
- eBureau
- NETEZZA
- infogroup
- TRI

PUBLISHERS

ADVERTISERS

Agencies

- Omnicom Group
- WPP
- PUBLICIS
- razorfish
- IPG Interpublic Group
- HAVAS
- AEGIS
- MDC PARTNERS
- AKQA
- LBi
- icrossing
- Innovation INTERACTIVE
- at&t | Interactive
- Reach Local | yodle
- WebVisible

Ad Servers

- doubleclick by Google
- pointroll
- atlas
- mediamind

Media Buying Platforms

- Omnicom Media Group
- TradingDesk
- b3
- VIVAKi
- ATOM
- CADREON
- adnetik
- VARICKMEDIA

Creative Optimization

- teracent
- TUMRI
- adroit
- dapper
- struq
- snapads
- choice@stream
- spongecell
- AdReady
- ADISN

Analytics

- OMNITURE
- unica
- Coremetrics
- tracksimple
- webtrends
- FLUORV
- MARKETSHARE PARTNERS
- Google Analytics

"DSPs"

- MediaMath
- invite media
- [x+1]
- TURN
- DataXu
- appnexus
- efficient frontier
- TRIGGIT
- XA.NET
- AdBuyer.com
- Trade Desk
- BRANDSCREEN

Data Optimization

- aggregate knowledge
- bizo
- quontcast
- Tellapart
- Red Aril
- Jovian DATA
- ADCHEMY
- PERMUTO

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- DoubleVerify
- adsafe
- ANCHOR Intelligence
- Ad-Juster
- vizu
- convertro
- AD XPOSE
- visualiq
- Admetru
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- rightmedia a Yahoo! company
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- ADECN
- contextWeb
- AdBrite
- adap.tv
- OpenX
- adjug

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- exelate
- Demdex
- MAGNE-IC
- TagMan
- brilig
- PEERgg
- AlmondNet
- RapLeaf
- acerno
- KRUX

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- TARGUSinfo
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- NETEZZA
- infogroup
- TRI

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- Google
- Aol.
- Microsoft Media Network
- audience network
- ValueClick
- 247 REALMEDIA
- UNDERTONE NETWORKS
- BurstMedia
- cpv interactive
- Casale
- interclick
- traffic marketplace
- AdDynamix
- ADTEGRITY.COM
- ShortTail
- Brand.net

Video / Rich Media

- SAY: tidalTV
- tremor media
- o-o-y-a-l-a
- brightcove
- BrightRoll
- YuMe
- BBE
- ScanScout
- colconion
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- FEDERATED MEDIA

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- media6degrees
- collectivemedia
- pulse360
- across
- specificmedia
- turn
- LOTAME
- crosspixelmedia
- change
- Fetchback
- Audience Science
- dotomi
- criteo
- Simplifi

Performance

- epic
- VIBRANT
- adknowledge
- VANTAGE MEDIA
- rocketfuel
- CONVERTLUX JOURNALS
- Kontera
- moxy media
- MARCH EX
- neverblue
- LinkShare
- ADINTERACTIVE
- Datran Media
- hydra
- Tatto Media
- TheUseful
- MediaTrust

Mobile

- admob
- JumpTap
- InMobi
- Amobee
- Quattro WIRELESS
- GREYSTRIPE
- crisp wireless
- millennialmedia
- mobclix
- transpera

Ad Servers

- doubleclick by Google
- OpenX
- ZED
- ADTECH
- FreshWheel

Ad Ops / Infrastructure

- DDS
- Solbright
- centro
- facilitate
- theorem
- MEDIABANK
- operative
- TRAFFIQ
- ADIFY

Sharing Data / Social Tools

- facebook
- ShareThis
- clearspring
- gigya

Yield Optimization

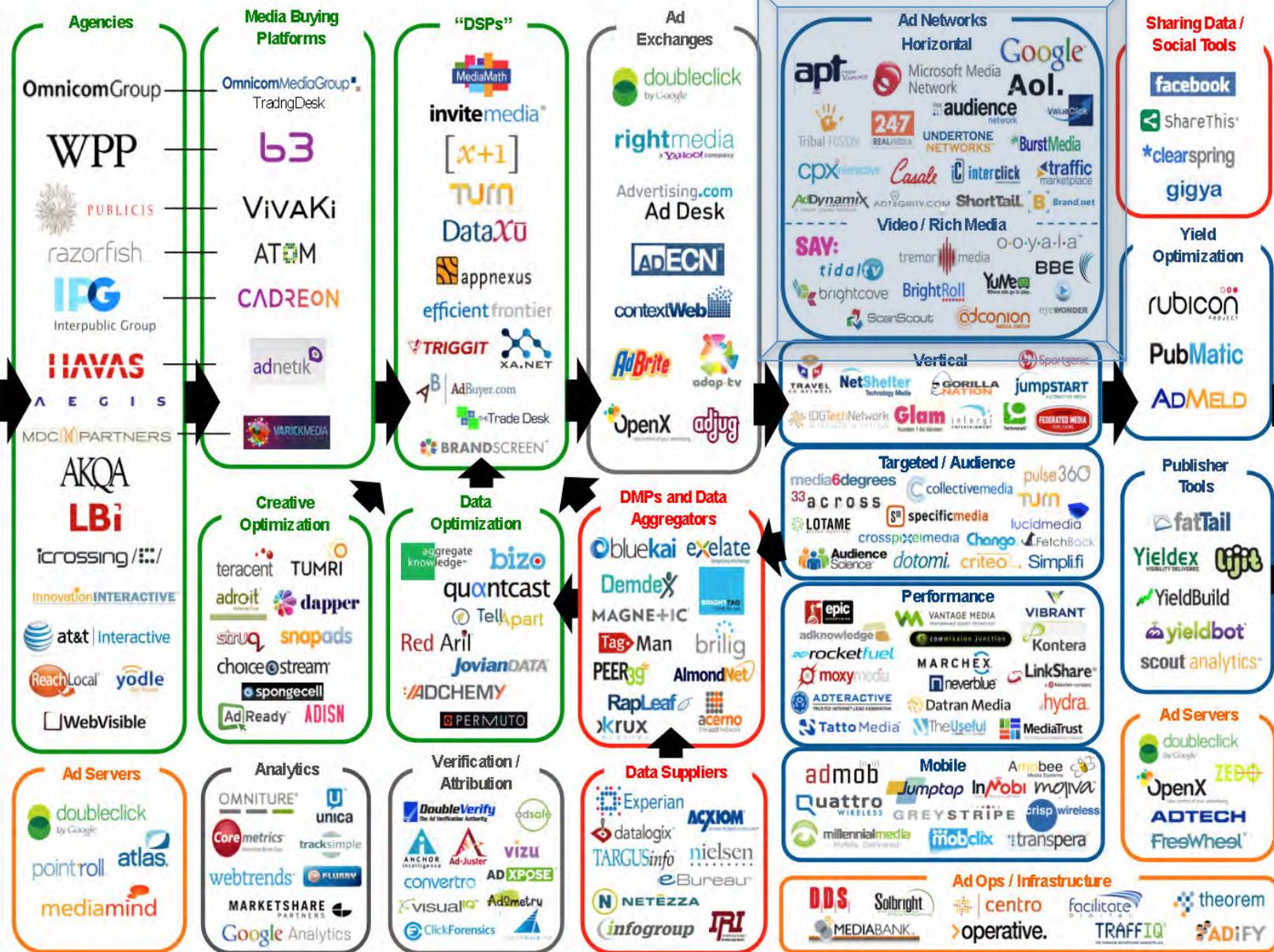
- rubicon
- PubMatic
- ADMELD

Publisher Tools

- fatTail
- Yieldex
- Ujia
- YieldBuild
- yieldbot
- scout analytics

PUBLISHERS

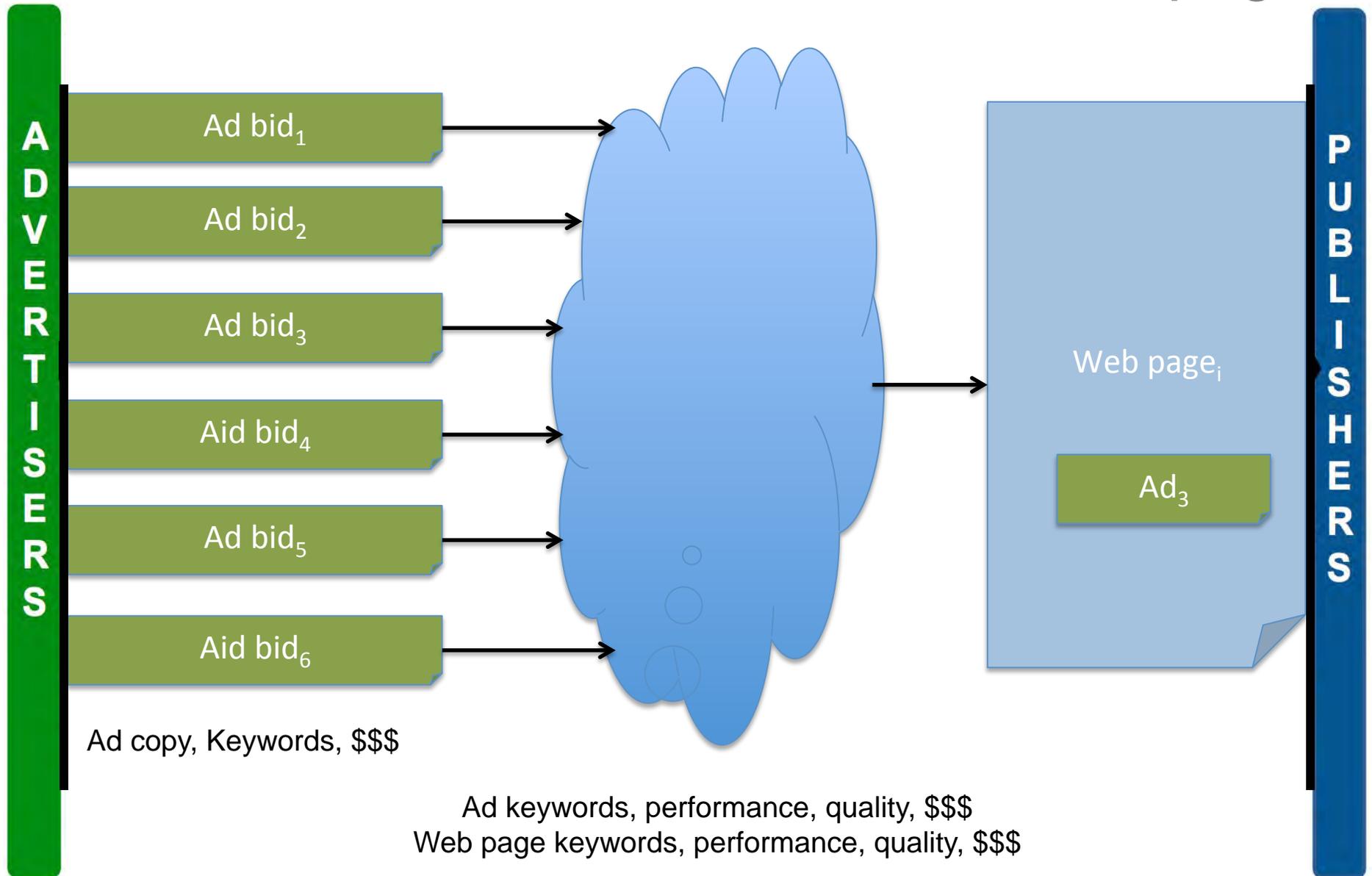
ADVERTISERS



PUBLISHERS

AUDIENCE

More than 30 billion ads delivered per day, each in the time it takes to load a web page.



Mixrank captures ad appearances online without behavioral advertising effects.

TEXT AD REPORT
americanexpress.com

Overview

Publishers (328)

Keywords (2,241)

Landing Pages (7)

Related Text Ads (102)

Company Filters

- Contacts ^
- Locations ^
- Top Companies ^
- Employees ^

Results

Sorting ^

Page Size ^

Exports ^

Publishers that we've seen running this ad

Publisher	Times Seen	First Seen	Last Seen
ezcreditoffers.com	85	Jun 10, 2012	Jul 16, 2013
wwwcreditonebankcom.com	73	Jun 11, 2012	Jul 16, 2013
chargecards.ca	71	Jun 10, 2012	Jun 27, 2013
wamucardsnews.com	68	Jun 11, 2012	Jul 16, 2013
creditvalet.com	66	Jun 21, 2012	Jun 27, 2013
gcgiftcardsandmore.com	61	Dec 14, 2012	Jun 16, 2013
myeasypaymentbankofamerica.com	60	Jun 20, 2012	Jul 16, 2013
walmartapplication.net	59	Mar 09, 2013	Jun 22, 2013
makeapaymentsofficial.info	57	Nov 05, 2012	Jun 13, 2013
prepaid-credit-card-offers.com	53	Jan 12, 2013	Jul 15, 2013

328 results

1 2 ... 33

Prev 1 Next

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View Special Offers on Our Most Popular Cards. Apply Now!
www.americanexpress.com



“DAYS OF JOY”



OMEGA PSI PHI FRATERNITY, INC.
CENTENNIAL
C E L E B R A T I O N
2011

1. How Much Will Registration Cost?
2. Must every attendee register?
3. Will on-site registration be allowed?
4. Must a Brother Be Financial to Attend?
5. What are acceptable forms of registration payment?

[more](#)

Hot Topics

What's your Favorite Omega Moment?

ROAD TRIP: The Road to

- ABOUT THE FRATERNITY
- ABOUT THE CENTENNIAL
- GALLERIES
- SHOP
- PARTNERSHIPS
- COMMUNITY

History

Omega Psi Phi is an international fraternity with over 700 undergraduate and graduate chapters throughout the United States, Bermuda, Bahamas, Virgin Islands, Korea, Japan, Liberia, Germany, and Kuwait. It is the first predominantly African-American fraternity to be founded at a historically black university. Omega Psi Phi was founded on November 17, 1911, by three undergraduate students and a faculty advisor, at Howard University in Washington, D.C. Each of the founders went on to have a distinguished career in his chosen field.

Since its founding, the Fraternity has continued to attract men dedicated to its Cardinal Principles of manhood, scholarship, perseverance, and uplift. Throughout the world, many notable members are recognized as leaders in the arts, academics, athletics, entertainment, business, civil rights, education, government, and science fields. A few notable members include Roy Wilkins, Benjamin Hooks, Vernon Jordan, Dr. Robert Henry Lawrence, Jr., Rev. Jesse Jackson, two former governors, William H. Hastie (U.S. Virgin Islands) and L. Douglas Wilder (Virginia), House Majority Whip James Clyburn, Earl Graves, Bill Cosby, Tom Joyner, NASA Chief Gen. Charles Bolden, Gen. William "Kip" Ward, Michael Jordan, Shaquille O'Neal, Vince Carter, Steve Harvey, Rickey Smiley, and numerous presidents of colleges and universities. Over 250,000 men have been inducted into the Fraternity.

The fraternity is a member of the National Pan-Hellenic Council (NPHC), which is composed of nine predominately African-American Greek-letter sororities and fraternities that promote interaction through forums, meetings, and other media for the exchange of information, and engage in cooperative programming and initiatives throughout the world. The NPHC currently represents over 1.5 million members.

In 2011, the Omega Psi Phi Fraternity will celebrate its 100th anniversary.



"DAYS OF JOY"



OMEGA PSI PHI FRATERNITY, INC.
CENTENNIAL
CELEBRATION
2011

1. How Much Will Registration Cost?
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Since its founding, the Fraternity has continued to attract men dedicated to its scholarship, perseverance, and uplift. Throughout the world, many notable men have been members of the Fraternity in the arts, academics, athletics, entertainment, business, civil rights, education, and politics. A few notable members include Roy Wilkins, Benjamin Hooks, Vernon Jordan, Rev. Jesse Jackson, two former governors, William H. Hastie (U.S. Virgin Islands), House Majority Whip James Clyburn, Earl Graves, Bill Cosby, Tom J. Bolden, Gen. William "Kip" Ward, Michael Jordan, Shaquille O'Neal, Vince Carter, and numerous presidents of colleges and universities. Over 250,000 men have been members of the Fraternity.

The fraternity is a member of the National Pan-Hellenic Council (NPHC), which is a consortium of six predominantly African-American Greek-letter sororities and fraternities that promote scholarship, leadership, and service through meetings, and other media for the exchange of information, and engage in cooperative initiatives throughout the world. The NPHC currently represents over 1.5 million members.

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in 19 Months

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THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT

"DAYS OF JOY"



OMEGA PSI PHI FRATERNITY, INC.
CENTENNIAL
CELEBRATION
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[more](#)

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ROAD TRIP: The Road to

[ABOUT THE FRATERNITY](#)

[ABOUT THE CENTENNIAL](#)

[GALLERIES](#)

[SHOP](#)

[PARTNERSHIPS](#)

[COMMUNITY](#)

History

Omega Psi Phi is an international fraternity with over 700 undergraduate chapters in the United States, Bermuda, Bahamas, Virgin Islands, Korea, Japan, Liberia, and other countries. It is the oldest and predominantly African-American fraternity to be founded at a historically black college, founded on November 17, 1911, by three undergraduate students and a faculty member in Washington, D.C. Each of the founders went on to have a distinguished career.

Since its founding, the Fraternity has continued to attract men dedicated to scholarship, perseverance, and uplift. Throughout the world, many notable members have excelled in the arts, academics, athletics, entertainment, business, civil rights, and public service. A few notable members include Roy Wilkins, Benjamin Hooks, Vernon Jordan, Rev. Jesse Jackson, two former governors, William H. Hastie (U.S. Supreme Court Justice from Virginia), House Majority Whip James Clyburn, Earl Graves, Bill Cosby, Bill Clinton, Gen. William "Kip" Ward, Michael Jordan, Shaquille O'Neal, and numerous presidents of colleges and universities. Over 250,000 members are active in the Fraternity.

The fraternity is a member of the National Pan-Hellenic Council (NPHC), which is a coalition of seven predominately African-American Greek-letter sororities and fraternities. The NPHC holds annual meetings, and other media for the exchange of information, and engage in cooperative programming and initiatives throughout the world. The NPHC currently represents over 1.5 million members.

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ROAD TRIP: The Road to

[ABOUT THE FRATERNITY](#) | [ABOUT THE CENTENNIAL](#) | [GALLERY](#)

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Hot Topics

What's your Favorite Omega Moment?

ROAD TRIP: The Road to

CLICK HERE TO VIEW YOUR ARREST RECORD NOW.

- ABOUT THE FRATERNITY
- ABOUT THE CENTENNIAL
- GALLERIES
- SHOP
- PARTNERSHIPS
- COMMUNITY

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[Legal Case Review \(Free\)](#)

Know Your Rights, Connect For A Free Criminal Case Review By Lawyer

www.totalcriminaldefense.com



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CENTENNIAL
C E L E B R A T I O N
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Omega Psi Phi is an international fraternity with over 700 undergraduate and graduate chapters throughout the United States, Bermuda, Bahamas, Virgin Islands, Korea, Japan, Liberia, Germany, and Kuwait. It is the first predominantly African-American fraternity to be founded at a historically black university. Omega Psi Phi was founded on November 17, 1911, by three undergraduate students and a faculty advisor, at Howard University in Washington, D.C. Each of the founders went on to have a distinguished career in his chosen field.

Since its founding, the Fraternity has continued to attract men dedicated to its Cardinal Principles of manhood, scholarship, perseverance, and uplift. Throughout the world, many notable members are recognized as leaders in the arts, academics, athletics, entertainment, business, civil rights, education, government, and science fields. A few notable members include Roy Wilkins, Benjamin Hooks, Vernon Jordan, Dr. Robert Henry Lawrence, Jr., Rev. Jesse Jackson, two former governors, William H. Hastie (U.S. Virgin Islands) and L. Douglas Wilder (Virginia), House Majority Whip James Clyburn, Earl Graves, Bill Cosby, Tom Joyner, NASA Chief Gen. Charles Bolden, Gen. William "Kip" Ward, Michael Jordan, Shaquille O'Neal, Vince Carter, Steve Harvey, Rickey Smiley, and numerous presidents of colleges and universities. Over 250,000 men have been inducted into the Fraternity.

The fraternity is a member of the National Pan-Hellenic Council (NPHC), which is composed of nine predominately African-American Greek-letter sororities and fraternities that promote interaction through forums, meetings, and other media for the exchange of information, and engage in cooperative programming and initiatives throughout the world. The NPHC currently represents over 1.5 million members.

In 2011, the Omega Psi Phi Fraternity will celebrate its 100th anniversary.

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Harshly criticized cards

1. American Airlines
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3. Applied Bank Gold Match Plus Visa
4. Applied Bank Gold Visa
5. Arvest Bank Classic
6. Avention Gold MasterCard
7. BP Chase Visa
8. Centennial Gold MasterCard
9. Cerulean
10. Continental Finance MasterCard
11. Credit One Bank Visa Platinum
12. Direct Merchants Bank MasterCard
13. Fingerhut
14. First Premier Bank Gold
15. First Premier Bank Platinum
16. First Premier MasterCard
17. Marathon Platinum Reward
18. Matrix
19. New Millennium MasterCard
20. Orchard Bank Classic MasterCard
21. Total Visa
22. UBS Preferred Visa Signature
23. US Bank College Visa
24. Visa Black
25. WalMart Discover

Highly praised cards

1. American Express Blue Cash Preferred
2. American Express Blue Sky Preferred
3. BankAmericard Cash Rewards™ Credit Card
4. BankAmericard Travel Rewards® Credit Card
5. BankAmericard® Visa® Card
6. Barclaycard Arrival Plus™ World Elite MasterCard®
7. Barclaycard Arrival™ World MasterCard®
8. Blue Cash Preferred® from American Express
9. Capital One Cash Rewards
10. Capital One Venture Rewards
11. Capital One® Quicksilver® Cash Rewards Credit Card
12. Capital One® QuicksilverOne® Cash Rewards Credit Card
13. Capital One® Secured MasterCard®
14. Capital One® VentureOne® Rewards Credit Card
15. Chase Freedom®
16. Chase Sapphire Preferred
17. Chase Slate®
18. Citi Simplicity® Card
19. Citi ThankYou® Preferred Card
20. Citi® Diamond Preferred® Card
21. Club CarlsonSM Premier Rewards Visa Signature® Credit Card
22. Discover It
23. Fidelity Rewards American Express
24. Frontier Airlines World MasterCard®
25. PenFed Promise Visa

Each card was mentioned on at least one source from top ranked search results

Harshly criticized cards

1. American Airlines

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8. Centennial Gold MasterCard
9. Cerulean
10. Continental Finance MasterCard
11. Credit One Bank Visa Platinum
12. Direct Merchants Bank MasterCard
13. Fingerhut
14. First Premier Bank Gold
15. First Premier Bank Platinum
16. First Premier MasterCard

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22. US Bank Preferred Visa Signature
23. US Bank College Visa
24. Visa Black
25. WalMart Discover

Highly praised cards

1. American Express Blue Cash Preferred
2. American Express Blue Sky Preferred
3. BankAmericard Cash Rewards™ Credit Card
4. BankAmericard Travel Rewards® Credit Card
5. BankAmericard® Visa® Card
6. Barclaycard Arrival Plus™ World Elite MasterCard®
7. Barclaycard Arrival™ World MasterCard®
8. Blue Cash Preferred® from American Express
9. Capital One Cash Rewards
10. Capital One Venture Rewards
11. Capital One® Quicksilver® Cash Rewards Credit Card
12. Capital One® QuicksilverOne® Cash Rewards Credit Card
13. Capital One® Secured MasterCard®
14. Capital One® VentureOne® Rewards Credit Card
15. Chase Freedom®
16. Chase Sapphire Preferred
17. Chase Slate®
18. Citi Simplicity® Card
19. Citi ThankYou® Preferred Card
20. Citi® Diamond Preferred® Card
21. Club CarlsonSM Premier Rewards Visa Signature® Credit Card
22. Discover It
23. Fidelity Rewards American Express
24. Frontier Airlines World MasterCard®
25. PenFed Promise Visa

Publishers of Most Praised and Most Criticized Cards

Most criticized card (First Premier)

omegapsiphi2011.com
johnschneideronline.com
indianbanksguide.com
gijoeclub.com
queercents.com
robstenlove.com
blowgunsnw.com
james-taylor.com
mountainboarder.com
usa-civil-war.com
walmartcareers.net
easycardapproval.net
thetruthaboutcreditcards.com
cardpaymentsguide.com
studentcreditcards.com
technochase.com
babyunite.com
cheapfillups.com
myeasypaymentus.com
tvonyourside.com
thecheeky.com
thezerocards.com
e-cheapcigarettes.com
ezcreditoffers.com

Most praised card (American Express Blue)

collegebookstore.com
e-referencedesk.com
allhandsnursing.com
bestpremed.com
er-doctor.com
filmschooldirect.com
florida-nursing-schools.com
holyokemass.com
thedartmouth.com
californiacollegenetwork.com
devryuniversityblog.org
pharmacist-school.com
senorcollege.com
theheismanwinners.com
florida-nursing-schools.com
harvardmagazine.com
nursegroups.com
pediatricnursing.com
pellgrantinformation.com
perkinsloan.net
privateschoolsreport.com
robotevents.com
thebraziltimes.com
thedormitoryonline.com
yalealumnimagazine.com

Samples drawn from publishers of one ad for each of these cards.

Publishers of Most Praised and Most Criticized Cards

Most criticized card (First Premier)

omegapsiphi2011.com
johnschneideronline.com
indianbanksguide.com
gijoeclub.com
queercents.com
robstenlove.com
blowgunsnw.com
james-taylor.com
mountainboarder.com
usa-civil-war.com
walmartcareers.net
easycardapproval.net
thetruthaboutcreditcards.com
cardpaymentsguide.com
studentcreditcards.com
technochase.com
babyunite.com
cheapfillups.com
myeasypaymentus.com
tvonyourside.com
thecheeky.com
thezerocards.com
e-cheapcigarettes.com
ezcreditoffers.com

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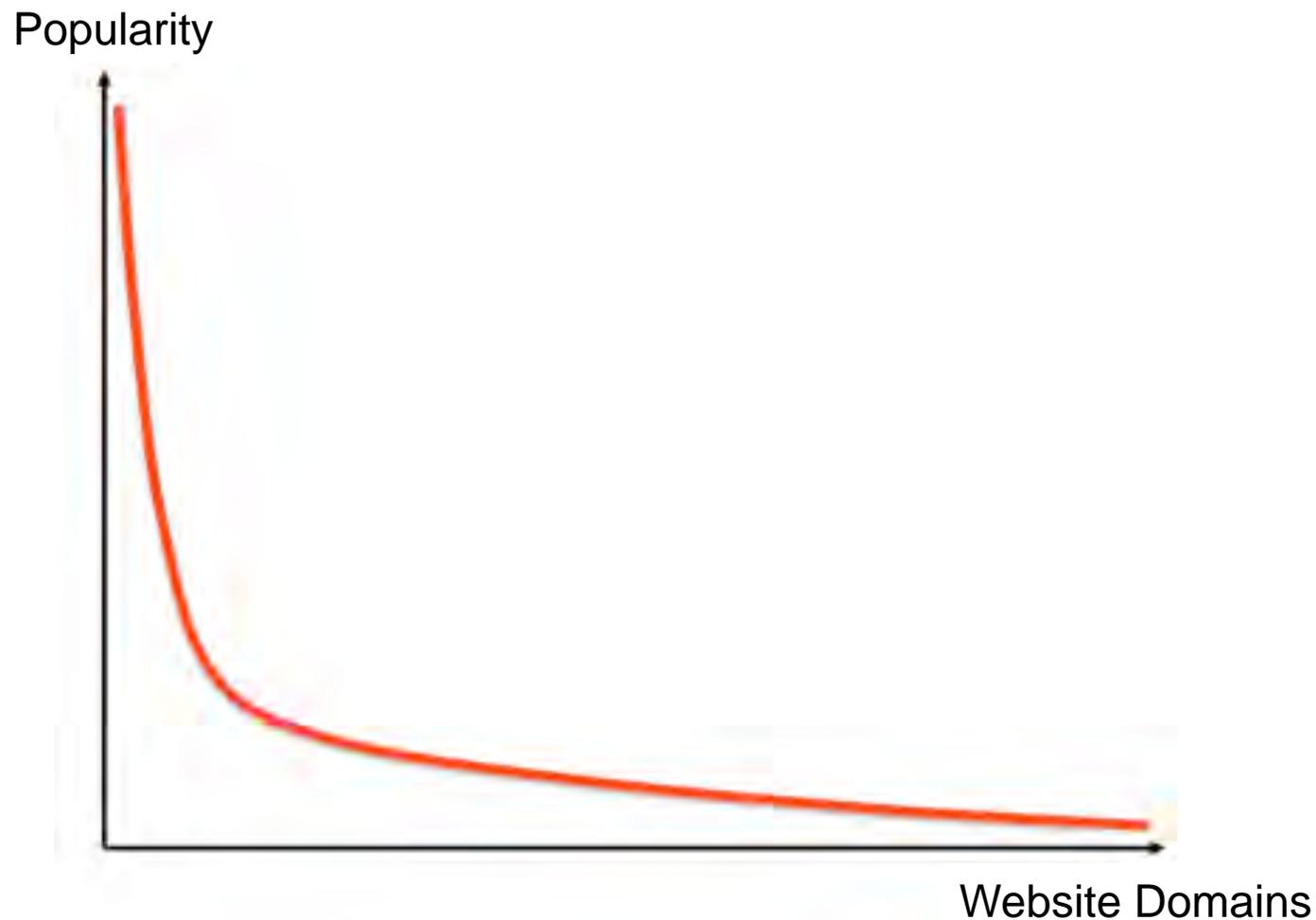
Most praised card (American Express Blue)

collegebookstore.com
e-referencedesk.com
allhandsnursing.com
bestpremed.com
er-doctor.com
filmschooldirect.com
florida-nursing
holykemass.com
thedartmouth
californiacolleg
devryuniversity.com
pharmacist-school.com
senorcollege.com
theheismanwinners.com
florida-nursing-schools.com
harvardmagazine.com
nursegroups.com
pediatricnursing.com
pellgrantinformation.com
perkinsloan.net
privateschoolsreport.com
robotevents.com
thebraziltimes.com
thedormitoryonline.com
yalealumnimagazine.com

“education”

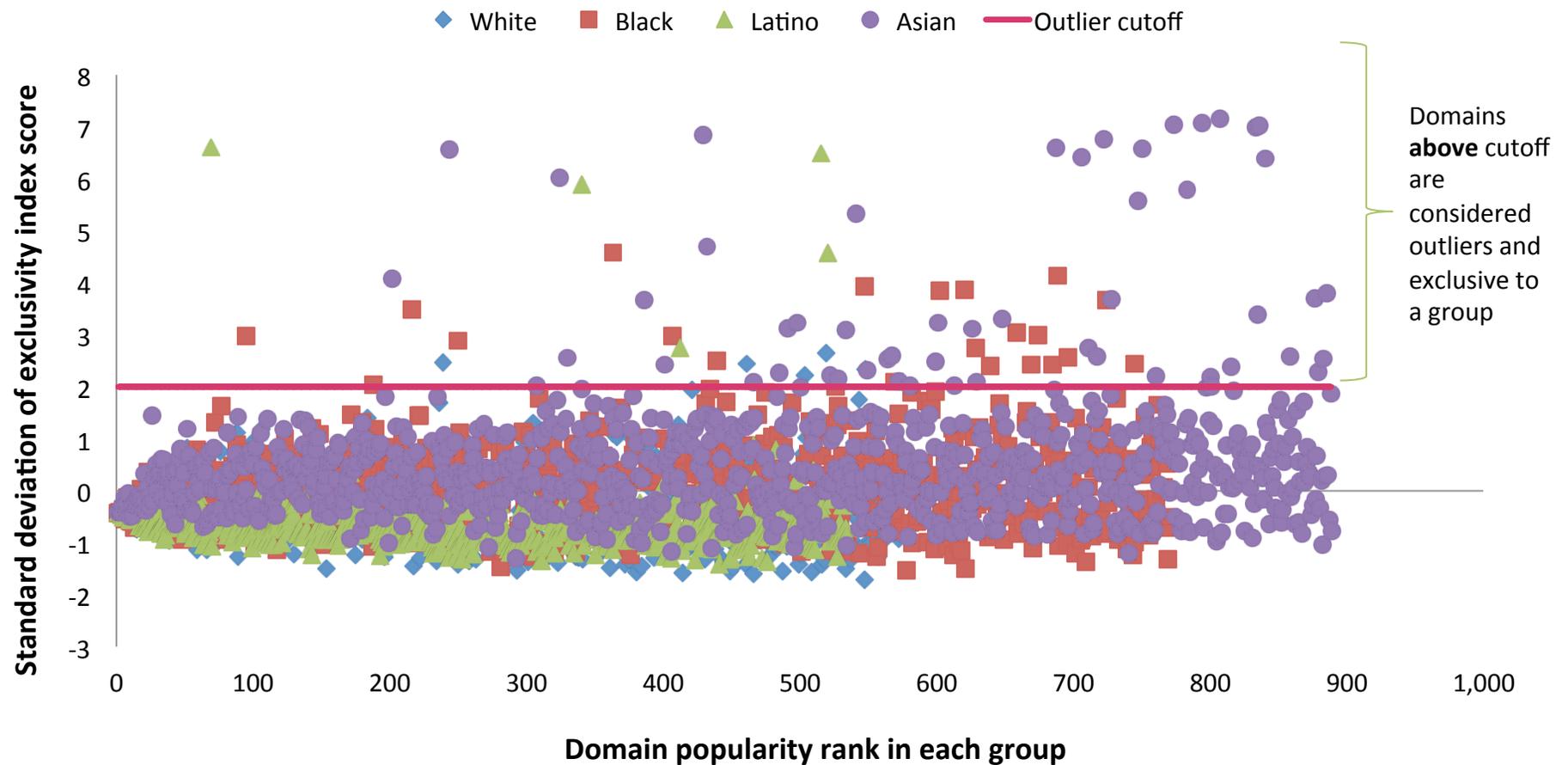
Approach #1

Do more popular websites get more ads for praised cards?



Approach #2

Are websites that receive ads for criticized cards more demographically homogenous?



We hope our investigations got you thinking...

Forthcoming paper: contact lsweeney@ftc.gov for a copy upon release