

SAVING ADS

Assessing and Improving Web Archives' Holdings of Online Advertisements

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Introduction

- The World Wide Web is a staging ground for transformations in marketing, advertising, and cultural representation.
- Online advertisements capture the essence of their times by reflecting prevailing economic trends, societal norms, and cultural shifts.
- The shift from traditional to digital marketing introduced challenges in preserving inherently ephemeral digital artifacts.

The *Saving Ads* Project

- Collaborative initiative between Drexel University and Old Dominion University
- Supported by a grant from the Institute of Museum and Library Services (IMLS)
- Focuses on archiving digital marketing materials in their broader, networked context
- Examines the evolution of online advertising, the complexities of archiving such fluid content, and the strategies developed to address these challenges
- Highlights the significance of archiving digital marketing to document this era of digital 'small' history for future generations
- Underscores the broader implications of these archival efforts for subsequent scholarship


Does it Matter?

BBC News Sport Weather Travel Future TV Radio More Search

Top News story


Greece faces final coalition push

Greece's president faces the task of trying to forge parties into an emergency government, after days of political wrangling and deepening economic fears.



Spotlight

Africa Beats



A life-long love

Born and raised in Nairobi, soul singer Ateni Oyungu expresses her passion for the city she grew up in through the lyrics in one of her songs.

Carmen Souza: Cape Verde's newest star
Christine Kamau: Giving the trumpet a new sound
Ahmed Soutan: Fusing musical styles in Morocco

News

US resumes arms sales to Bahrain

'Sonic weapon' deployed for Games

Guilty verdicts in Hudson murders

A jury in Chicago finds the former brother-in-law of Oscar-winning actress Jennifer Hudson guilty of murdering three members of her family.

Saudi king sacks key conservative

JPMorgan shares plunge on loss

Designer of Cobra dies

Chavez cancer treatment 'success'

Venezuelan President Hugo Chavez returns from Cuba, saying his radiotherapy treatment for cancer is over and has been successful.

Business

Extra capital for Spanish banks

Eurozone economy 'to contract'

Marketwatch (mn delay 15 mins)	Marketwatch Ticker
Dow Jones	12820.60 -34.44 -0.27%
Nasdaq	2933.82 0.18 0.01%
FTSE 100	5575.52 31.57 0.57%
Dax	6579.93 61.93 0.95%
Cac 40	3129.77 -0.40 -0.01%

Sport

We can still win the title, says Evra

Manchester United defender Patrice Evra believes his side will overhaul Manchester City and clinch a 20th title on Sunday.

England team can be best ever - Anderson

Ferdinand fitness doubt for Euros

Black Caviar claims 21st victory

McIlroy misses cut at Sawgrass

More from BBC News

Entertainment & Arts

Kapoor bemoans Orbit ticket price

Artist Anish Kapoor gives a preview of his twisting steel Olympic Orbit tower sculpture, but admits the £15 ticket price is "a hell of a lot of money".

Mercury 'to appear' in Queen show

30 Rock series to come to an end

Health

US panel approves anti-HIV pill

A panel of US health experts recommends formal approval of Truvada, a drug to prevent HIV infection in healthy people.

Most child deaths 'preventable'

'Cell shield' for cancer patients

Technology

Facebook tests 'pay to post' tool

Some Facebook users are getting the chance to pay a small fee to make some posts 'more visible' on the social network.

Dutch court bans Pirate Bay links

Games age rating rules changed

Science & Environment

UN adopts 'land grab' guidelines

The United Nations adopts global guidelines to protect local communities when rich countries buy up land in developing nations.


Vesta is 'last of a kind' rock

'Sonic weapon' deployed for Games

Future


Radiation rage

Why the Incredible Hulk has made a monster out of gamma rays



Ctrl-Alt-Del

Is the complexity of our gadgets to blame for constant crashes?



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Business, Application & Technology Services 

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Christine Kamau: Giving the trumpet a new sound
Ahmed Soutan: Fusing musical styles in Morocco

Most Popular in News

Shared	Read	Watched/Listened
One-minute World News		1
Egypt's first presidential debate		2
Mystery over Indonesia plane crash		3
Royal Navy pilot's 'Top Gun' training		4

Weather

London Edit my location

Saturday	Sunday	Monday	Tuesday
Sunny Max: 16°C Min: 9°C	Sunny Max: 17°C Min: 9°C	Light Rain Max: 13°C Min: 7°C	Light Rain Shower Max: 12°C Min: 4°C

Detailed forecast



SET HOME PAGE: UNITED STATES ASIA PACIFIC EUROPE

REAL-TIME QUOTES SEARCH Symbol / Company Go Symbol Lookup Go

HOME NEWS MARKETS EARNINGS INVESTING SMALL BUSINESS VIDEO CNBC TV CNBC PRO

MARKETS U.S. Europe Asia U.S. Europe Asia Oil Gold

Stocks Close Lower, Led by Energy; Banks Gain

Dow Jones Industrial Average

Price	Change	%Change	
DJIA	16436.41	▲ 76.23	0.47%
NASDAQ	---	---	---
S&P 500	1878.55	▲ 4.74	0.25%

WHAT INVESTORS SHOULD KNOW

- After-Hours Buzz: FB, LGF & More
- Why Apple May Boost Dividend Soon
- Best Trade of the Past 20 Years?
- Google 'Sound,' Apple 'More Attractive' With ETFs, How Much Is Too Much?
- Currency War? Here's How to Hedge It
- Egypt Is Ravenous for Energy
- ECB's Weidmann: No Euro Intervention
- Which ETFs Are Investors Buying?
- Your Salary Information for Sale
- Fragrant Year of the Snake Ushered In Weirder ETFs, Revisited
- ▶ Dow 30 After-Hours Quotes

4% Interest, Without Fees: Too Good to Be Checking?

Decent rates are not a thing of the past, thanks to a group dedicated to giving local banks a even chance against the big boys.

- Banks Still Raising, Hiding Fees

CEO: Report About Tesla Electric Car Is 'Unreasonable'

- Stalled Out on Tesla's Electric Highway
- American-US Air Deal Could Be End of Airline Stock Run
- American-US Airways: What It Means For Frequent-Fliers
- Stocks Better Investment Than Homes: Shiller
- Wall Street Enforcement Lost in 'Revolving Door': Study
- Why SI Swimsuit Has Buzz Despite Leak—Kate Upton
- ▶ Bourbon Controversy: Just Add Water
- Pope Benedict to Resign for Health Reasons
- Next Pope? Ghana Cardinal Turkson Takes Lead
- One Man's Quest: A Beer for Diabetics
- State of the Union Buzz: Jobs and Apple CEO
- Say What? Bill Gates Gets Personal on Reddit
- Can US Companies' Chinese Results Be Trusted?
- What Immigration Reform Means for the Economy
- ▶ Highlights From NY Fashion Week
- Models on Twitter: Tech Hits the Runway
- 5% of Credit Reports Contain Costly Errors: FTC
- Fed Taking 'Forceful Action' on Economy: Yellen
- Pentagon Cuts Only Possible Under Sequestration: Dean
- Chasing Big Payoff, Savers Lose on Complex Bets
- Stars of 'Neer Philanthropy' Dominate Top 50 Givers

TOP VIDEO Latest Video | Analysts | CEOs

22:30 NEXT

Play Video

- ▶ Maria Presses White House on Spending Cuts
- ▶ Gartman: Gold Breaks Down, 'Serious Trouble'
- ▶ SI Swimsuit Models Ring Closing Bell

HIGHLIGHTS

Blogs | Slideshows | Special Reports | Quizzes | Latest Video

Pity the Manager

In this new book, the authors explain what managers are good for... and why we should cut them some slack.

Has Volkswagen Found the Holy Grail?

Ulich Hackenberg isn't yet a household name but if Volkswagen's \$70 billion bet on his big idea pays off, he may join the likes of Henry Ford in the canon of auto industry pioneers.

Celebrity Love Nests

CNBC.com's third-annual Homes of Celebrity Couples collection has houses that range from a young couple's \$2.5 million "starter" to a \$43.5 million mega-mansion.

Dew-in the Morning

PepsiCo is rolling out a Mountain Dew for the morning. Kickstart, which has the Dew flavor plus juice, vitamins B and C and B&M, an extra jolt of caffeine.

Carnival Rescue?

Rio's Carnival has begun but experts are questioning whether the party for Brazil's economy could be over before it's really begun.

Fido is Movin' On Up

Some apartment buildings are wooing pet owners with rooftop dog parks. "Yappy Hours" and even spas that offer "paw-dicures."

SET HOME PAGE: UNITED STATES ASIA PACIFIC EUROPE

REAL-TIME QUOTES SEARCH Symbol / Company Go Symbol Lookup Go

HOME NEWS MARKETS EARNINGS INVESTING SMALL BUSINESS VIDEO CNBC TV

MARKETS U.S. Europe Asia U.S. Europe Asia Oil Gold

Stocks Close Lower, Led by Energy; Banks Gain

Dow Jones Industrial Average

Price	Change	%Change	
DJIA	13971.24	▼ -21.73	-0.16%
NASDAQ	3192.00	▼ -1.87	-0.06%
S&P 500	1517.01	▼ -0.92	-0.06%

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CEO: Report About Tesla Electric Car Is Bogus

Tesla CEO Elon Musk told CNBC that a recent New York Times article claiming that cold weather cuts the mileage on the Tesla electric car is bogus. The Times shot back that the allegations were "flatly untrue."

- Stalled Out on Tesla's Electric Highway

American-US Air Deal Could Be End of Airline Stock Run

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Play Video

- ▶ SI Swimsuit Models Ring Closing Bell
- ▶ Tesla CEO Musk Disputes NYT Test Drive Story
- ▶ Watered Down Whiskey Has Fans Fuming

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Case Study: USA Today

USA TODAY - Breaking News and L... USA TODAY - Breaking News an... USA TODAY - Breaking News an... +

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USA TODAY

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LIVE
Mother of survivor of Mexico shooting says daughter was traveling for surgery: Updates
Attorney General Merrick Garland vowed that the U.S. Justice Department would be "relentless in pursuing justice" on behalf of the Americans.
NATION 2:04 p.m. ET March 8

TYRE NICHOLS
1993-2023

Tyre Nichols: Memphis judge blocks release of 20 hours of video, documents
Memphis will not release nearly 20 hours of video and documents Wednesday related to the city's investigation into the January death of Tyre Nichols.
NATION 1:34 p.m. ET March 8

Tucker Carlson and Jan. 6 tapes divide McConnell and McCarthy on Trump
POLITICS 2:55 p.m. ET March 8

'This sickens me': Michael Irvin addresses hotel worker's allegation
Former Dallas Cowboys receiver Michael Irvin said it "sickens me" that he is being accused of inappropriate behavior by a hotel employee.
NFL 3:03 p.m. ET March 8

A stranger filmed me without consent. In the end, I found community.
I've been running from my genetic condition my entire life. But TikTok caught up to me, and made me famous for the thing I disliked most about myself.
VOICES Lilly Simon 5:00 a.m. ET March 8

Watch: Jill Biden honors women from around the globe at White House event
POLITICS 1:05 p.m. ET March 8

COVID lab theory debated by national hearing

Top Headlines

Mike Epps has loaded gun seized by police at Indianapolis airport

Tucker Carlson hated Trump 'passionately.' Takeaways from lawsuit docs

FOR SUBSCRIBERS
Why Memphis didn't burn after Tyre Nichols video release

Women's history month: Celebrating historical moments for women in Congress

Controversial plan: Haul hot crude oil along new railroad

Bindi Irwin and the power of celebrities revealing health diagnoses

A GOP war on 'woke'? Poll finds most Americans see term as positive

Biden's budget proposal endgame: Forcing Republicans' hand

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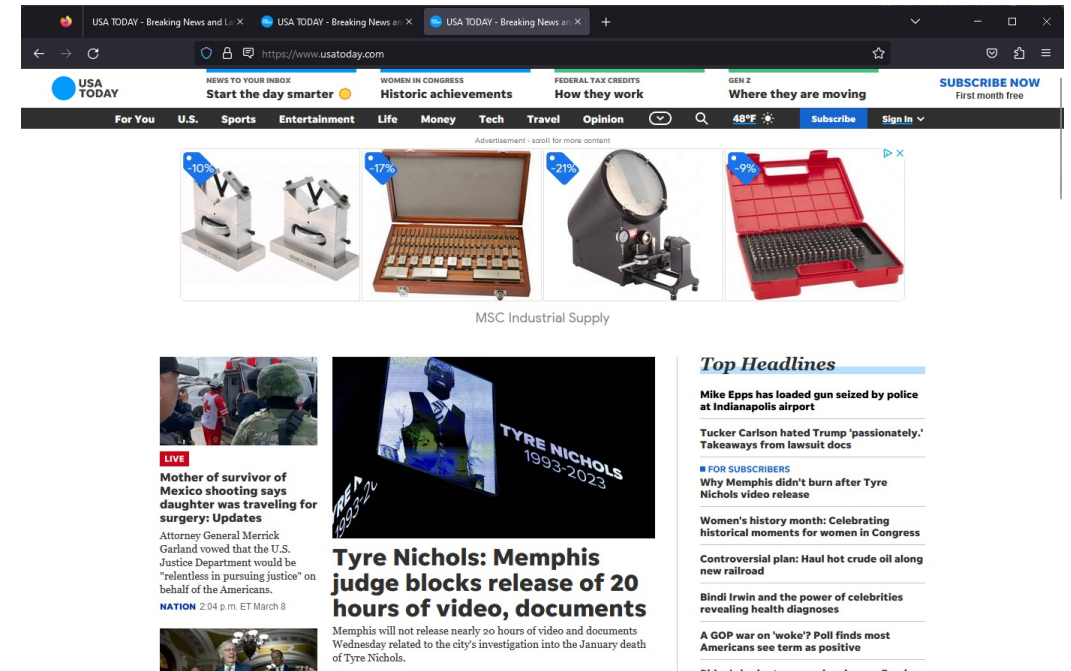
Big Print Volumes?! Not Anymore!

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https://www.usatoday.com/story/entertainment/celebrities/2023/03/08/mike-epps-loaded-gun-seized-police-airport/11425986002/national-hearing

Case Study: USA Today

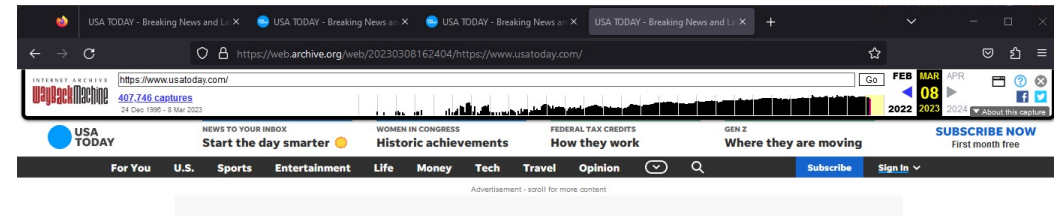
Live



container + data-item for ad collection

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      class="gnt_x_sl_gpt"><iframe style="border: 0px none; vertical-align: bottom;"
        src="USA%20TODAY%20-%20Breaking%20News%20and%20Latest%20News%20Today_files/container.htm"
        id="google_ads_iframe_7103/usatoday/high_impact/homepage_0" title="3rd party ad content" name=""
        scrolling="no" marginwidth="0" marginheight="0" data-is-safeframe="true"
        sandbox="allow-forms allow-popups allow-popups-to-escape-sandbox allow-same-origin allow-scripts allow-top-navigation-by-user-activation"
        role="region" aria-label="Advertisement" tabindex="0" data-google-container-id="2"
        data-load-complete="true" width="970" height="250" frameborder="0"></iframe></div>
    </div>
  </aside>
```


Case Study: USA Today



Internet
Archive

Sized container but no data-item



1 dead, at least 41 injured including 36 firefighters in New York apartment fire
Yonkers fire officials said 35 first responders and at least 6 residents were taken to the hospital to be treated for injurers.

NATION 10:23 a.m. ET March 8



Mother of survivor of Mexico shooting says daughter was traveling for surgery: Updates

Attorney General Merrick Garland vowed that the U.S. Justice Department would be "relentless in pursuing justice" on behalf of the Americans.

NATION 11:05 a.m. ET March 8

• **How safe is it to travel to Mexico? Where US officials say not to go**



Controversial plan: Build a railroad to haul hot crude oil by train

Most states don't tax Social Security, but 11 do. Here's which ones.

Most states don't tax Social Security benefits, but eleven do. Here's which ones they are, and how they might do it.

Top Headlines

Tyre Nichols: Memphis to release 20 hours of video, documents

■ **FOR SUBSCRIBERS**
Why Memphis didn't burn after Tyre Nichols video release

Biden's budget proposal endgame: Forcing Republicans' hand

Graphics timeline shows how four Americans were kidnapped in Mexico

Tucker Carlson's false Jan. 6 narrative is too dumb to believe
COLUMNISTS Rex Hoppke

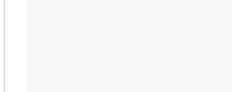
Yes, 'main character energy' is real. Here's what it means.

How a school shooter's parents are fighting efforts to punish them in mass shooting

Whiskey fungus suit in Tenn. leads to work stoppage at a Jack Daniel's site

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<aside aria-label="advertisement" class="gnt_m gnt_x gnt_x_lbl gnt_x_hi">
  <div id="ad-slot-7103-usatoday-high_impact-homepage-2" class="gnt_x_sl gnt_x_hi">
    <div id="google_ads_iframe_7103/usatoday/high_impact/homepage_0__container_"
      style="border: 0pt none; width: 1000px; height: 0px; min-width: 728px; min-height: 90px;" class="gnt_x_sl_gpt">
    </div>
  </div>
</aside>
```

Case Study: USA Today

The screenshot shows the USA Today website interface. At the top, there's a navigation bar with the USA Today logo and various menu items: 'SCHEDULE, SCORES, NEWS World Cup soccer hub', 'HOLIDAY TABLE TALK How to set boundaries', 'THE BEST DEALS RIGHT NOW Black Friday shopping', 'FACT CHECK ROUNDUP False '22 election claims', and 'SUBSCRIBE NOW \$1 per Week'. Below this is a secondary navigation bar with categories: 'For You', 'News', 'Sports', 'Entertainment', 'Life', 'Money', 'Tech', 'Travel', 'Opinion', a search icon, '48°F', 'Subscribe', and 'Sign In'. The main content area is divided into several sections. On the left, there are three article teasers: 'Early voting begins in parts of Georgia ahead of crucial Senate runoff' (5:00 a.m. ET Nov. 26), 'Black Friday sales are still live: Shop over 300 deals at Amazon, Walmart, more' (9:46 a.m. ET Nov. 26), and 'Foul play or suicide? 30 years after a body was found in a pulp vat, questions linger'. The central section features a large article titled 'This Maui hula competition fosters the next generation of dancers' (9:37 a.m. ET Nov. 26). To the right, there's a 'Top Headlines' section with several items, including 'The steepest Apple deals on iPads, Watches, AirPods', 'Michigan State paid coach full bonus marked for him, entire staff', and 'Ancient coin could be proof that Roman emperor was real, researchers say'. The page also includes several 'Advertisement' placeholders.

Retrieved from common crawl

Out of Context

- not possible to retrieve the containing page (small chance at reproduction)



Out of Context

- Vendor archives

Facebook

● Inactive
Jul 3, 2023 - Jul 4, 2023
Platforms
Categories

👤 Estimated Audience Size: **Not available**

📄 Amount spent (PHP): **<PHP100**

👁 Impressions: **<1K**

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When democracy faces its biggest test, who holds the power?

In a world where every vote counts, one elector's decision turns the tables. Explore the powerful narrative of 'One Vote' by J. Stewart Willis, where a faithless elector puts the nation's fate at stake...

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54 ads Sorting by most recent

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● Active
Started running on Jul 3, 2023
Platforms
Categories

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3 ads use this creative and text

[See summary details](#)

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While USCIS's free resources are a great starting point, customized study materials can elevate your learning journey!

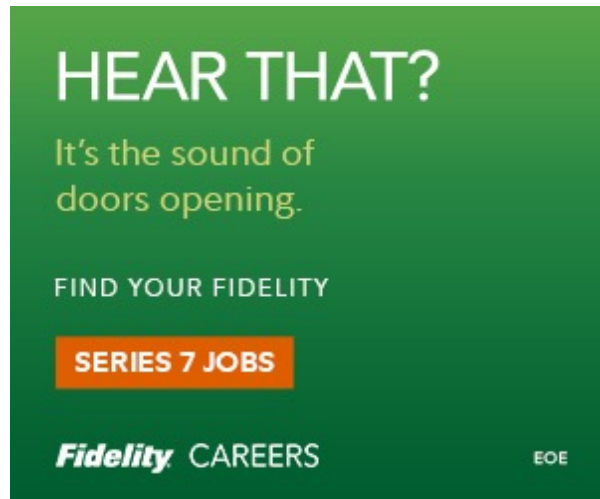
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Out of Context

- Industry Archives: AdBeat.com



Cost Benefit

The screenshot shows the USA TODAY homepage. At the top, there are navigation links for 'USA TODAY', 'CHASPIN GUILTY OF MURDER', 'WHEN WILL WE ALL BE VACCINA', 'HERE COME THE CIGARAS', 'WOMEN OF THE YEAR', and 'SUBSCRIBE NOW \$4.99 per Month'. Below this is a 'GET TO KNOW' advertisement for AIRKNIT^x BOXER BRIEFS by MACK WELDON. The main content area features several news articles under the 'Top Headlines' section:

- Josh Dugger arrested days after wife announces pregnancy** (7:24 p.m. ET Apr. 29)
- NFL draft: Everything to know for tonight's first round** (6:13 p.m. ET Apr. 29)
- Lady Gaga dog theft: 5 suspects arrested, charged** (7:31 p.m. ET Apr. 29)
- Gunman kills 2 deputies, married couple in North Carolina standoff** (6:27 p.m. ET Apr. 29)
- Philips helps health partners enable better care** (Story from Philips)
- Will there be a fourth stimulus check?** (MONEY 3:25 p.m. ET Apr. 29)
- QB Rodgers tells Packers he doesn't want to return** (GREEN BAY PACKERS 6:20 p.m. ET Apr. 29)
- Why Biden's speech was a turning point for TV news** (TV 2:49 p.m. ET Apr. 29)

Below the headlines is a 'Featured Videos' section with four video thumbnails:

- Huge flock of cockatoos invade a neighborhood (HAVE YOU SEEN)
- Was Ted Cruz sleeping during Biden's address? (POLITICS)
- Boy idolizes umpire (SPORTSKIND)
- Remove stubborn stains from tupperware (PROBLEM SOLVED)

At the bottom, there is a large advertisement for 'THE FIRST SURVIVOR OF ALZHEIMER'S DISEASE'.

This is a vertical strip of small news thumbnails, likely a sidebar or a scrollable list of related articles. It contains numerous small images and text snippets, providing a quick overview of various news items.

This screenshot shows another view of the USA TODAY homepage, focusing on the 'Featured Videos' and 'More Top Stories' sections.

Featured Videos:

- House of cockatoos invades a neighborhood (HAVE YOU SEEN)
- Was Ted Cruz sleeping during Biden's address? (POLITICS)
- Boy idolizes umpire (SPORTSKIND)
- Remove stubborn stains from tupperware (PROBLEM SOLVED)

More Top Stories:

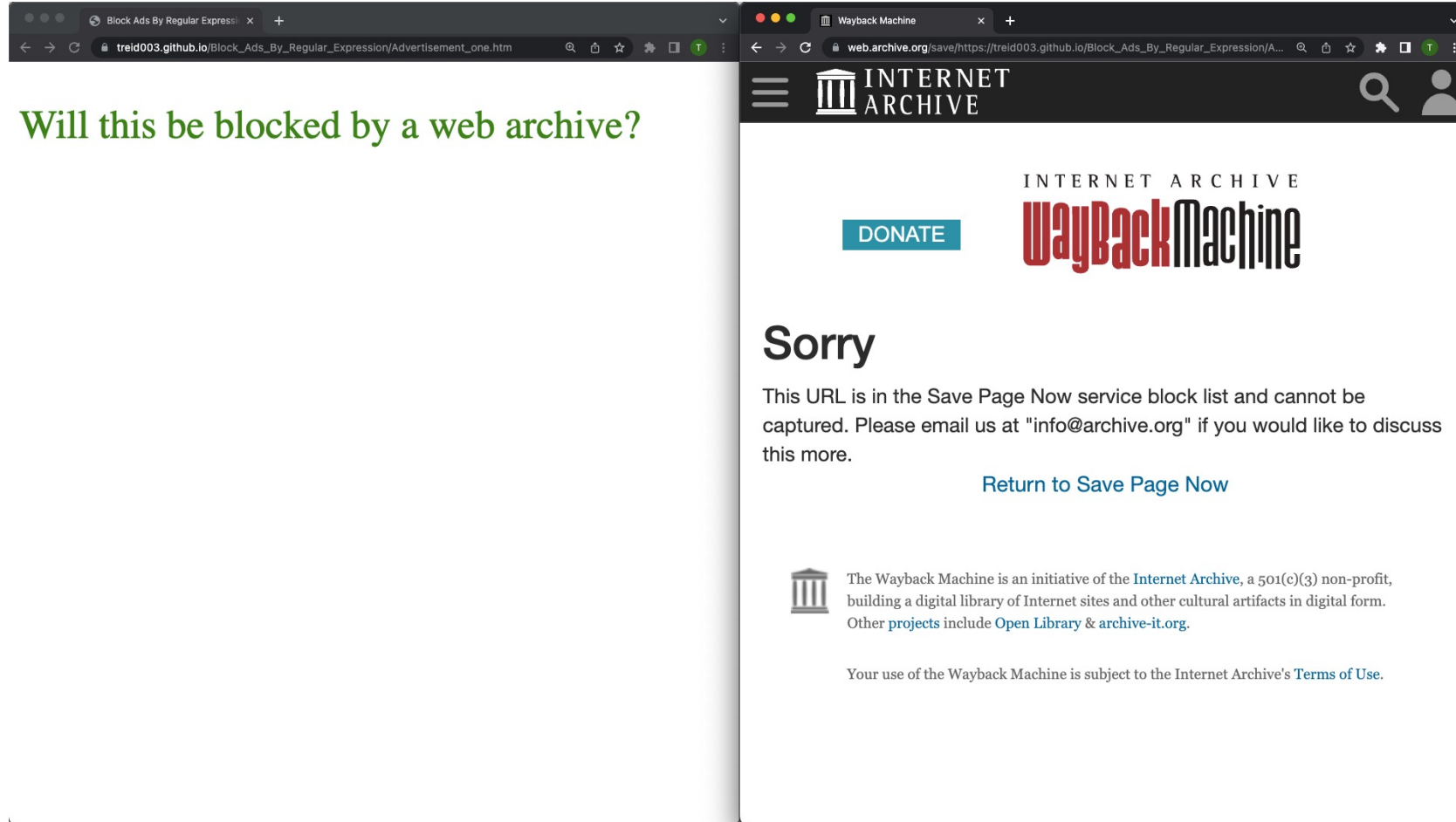
- New album alert: Avicii releases 'Take My Leave' (MUSIC NEWS)
- The Honda Civic gets a new look, says it is... (CARS)
- NFL draft order: Full breakdown of all seven rounds (NFL DRAFT)
- QIP settles to bank Biden's agenda, speech (POLITICS)
- This famous brewery has a new location in LA (EXPERIENCE)
- Genetically modified mosquitoes to be in the Florida... (HEALTH)
- It's the last day to shop Warby Parker's massive May sale... (REVERSED)
- Final NFL mock draft: QB puzzle comes together (NFL DRAFT)
- Fact check: Kamala Harris' book not given to... (FACT CHECK)
- Texas responds after viral TikTok of its prison dress... (NATION)
- Police fending outrage over Andrew Brown Jr.'s death by... (NATION)
- Google Assistant update can help teach it to pronounce... (TECH)

At the bottom, there is a 'Get the Daily Briefing in your inbox' section with a 'Send Address' input field.

Archiving Issues

Web Archives Blocking Ads

Will this be blocked by a web archive?



URLs that include an ad related name were blocked by Internet Archive's Save Page Now last year before August 2023

File name: Advertisement_one.htm

URI-R: https://treid003.github.io/Block_Ads_By_Regular_Expression/Advertisement_one.htm

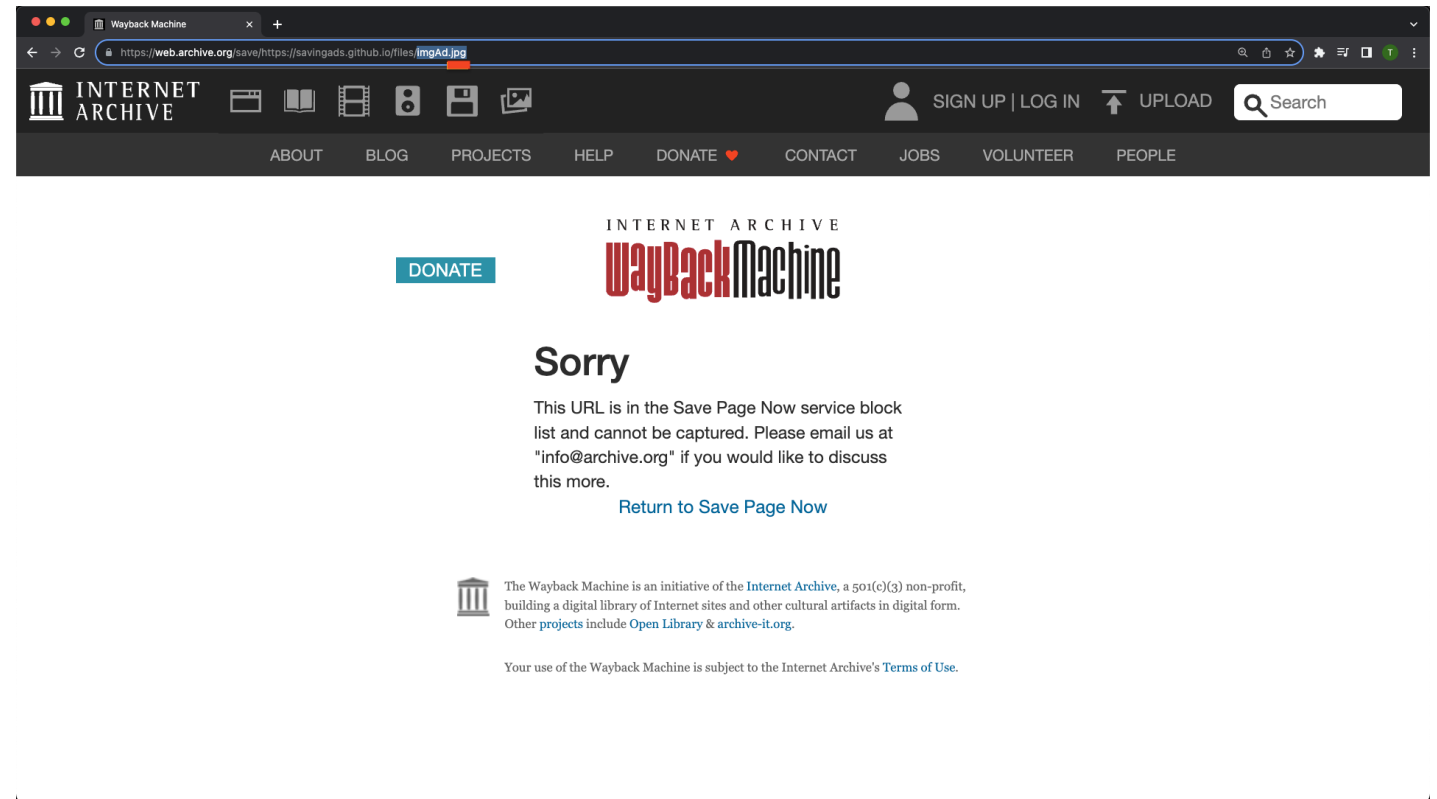
Ad Related Filename Blocked

An ad related file name previously caused a URL to be blocked by Internet Archive's Save Page Now

- displayAds.js
- imgAd.jpg
- videoAd.mp4
- webAd.png

File name: imgAd.jpg

URI-R: <https://savingads.github.io/files/imgAd.jpg>



Ad Related Directory Name Blocked

Directory name: Advertisement_files

URI-R: https://savingads.github.io/Advertisement_files/all_ads_info.xml

Example directory names that can cause a URL to be blocked:

- displayAds
- videoAd
- webAd
- ads
- Advertisement_files

The image shows two browser windows side-by-side. The left window displays an XML file from `savingads.github.io/Advertisement_files/all_ads_info.xml`. The XML content is as follows:

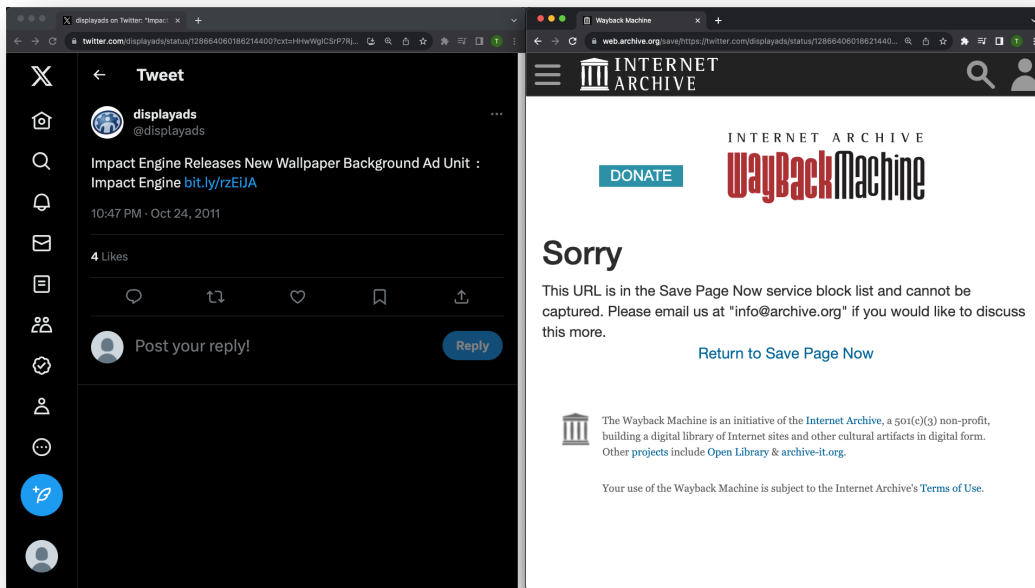
```
<AllAds>
  <Ad>
    <Name>Ad One</Name>
    <Description>Description for ad 1.</Description>
  </Ad>
  <Ad>
    <Name>Ad Two</Name>
    <Description>Description for ad 2.</Description>
  </Ad>
  <Ad>
    <Name>Ad Three</Name>
    <Description>Description for ad 3.</Description>
  </Ad>
</AllAds>
```

The right window shows the Wayback Machine interface. The URL in the address bar is `web.archive.org/save/https://savingads.github.io/Advertisement_files/all_ads_info.xml`. The page displays the Internet Archive logo and a "DONATE" button. Below that, a large "Sorry" message is shown, stating: "This URL is in the Save Page Now service block list and cannot be captured. Please email us at 'info@archive.org' if you would like to discuss this more." A link "Return to Save Page Now" is provided. At the bottom, there is a small icon of a classical building and text explaining the Wayback Machine's mission and terms of use.

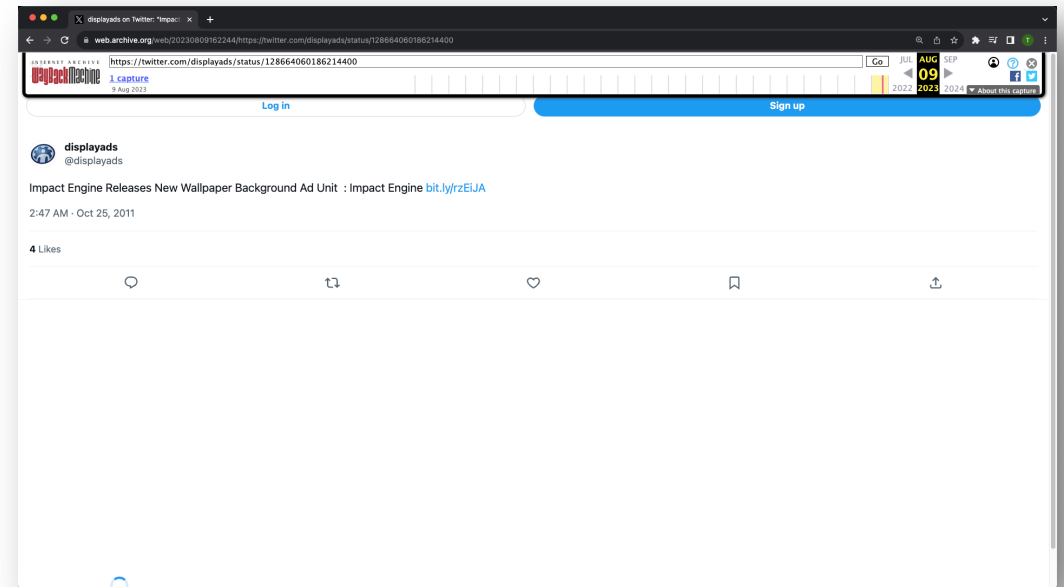
Social Media Accounts Blocked

Social media accounts with an ad related username were also getting blocked, but after talking to Wayback Machine staff these accounts can now be archived

Account name: displayads
Tweet blocked during July 2023



Account name: displayads
Tweet archived during August 2023



URI-R
<https://twitter.com/displayads/status/128664060186214400?cxt=HHwWglCSrP7RjckDAAAA>

URI-M:
<https://web.archive.org/web/20230809162244/https://twitter.com/displayads/status/12866406018621440>

Replay Issues

Ad Delivery Networks and Replay (Google SafeFrame)

A Google SafeFrame is an `<iframe>` that is used to load web advertisements

The screenshot shows a web browser displaying an advertisement for Hawaii Pacific University. The ad features the university's logo, the text "Doctor of Occupational Therapy HPU OTD. 2 Years. 2 Programs.", and a "LEARN MORE" button. A tooltip above the ad identifies it as an iframe with the ID "google_ads_iframe_/5691/ign_desktop_web_display/object_4" and dimensions of 1250 x 209.

Below the browser window, the Chrome DevTools Elements panel is open, showing the HTML structure of the page. The selected element is an `<iframe>` with the following attributes:

```
<iframe frameborder="0" src="https://e76308b...safeframe.google syndication.com/safeframe/1-0-40/html/container.html" id="google_ads_iframe_/5691/ign_desktop_web_display/object_4" title="3rd party ad content" name scrolling="no" marginwidth="0" marginheight="0" width="1" height="1" data-is-safe-frame="true" sandbox="allow-forms allow-popups allow-popups-to-escape-sandbox allow-same-origin allow-scripts allow-top-navigation-by-user-activation" allow="attribution-reporting" role="region" aria-label="Advertisement" tabindex="0" data-google-container-id="5" style="border: 0px; vertical-align: bottom; width: 1250px; height: 209px;" data-ruffle-polyfilled data-load-complete="true">ad == $0
```

The Styles panel on the right shows the default styling for the `iframe` element:

```
border: 0px; vertical-align: bottom; width: 1250px; height: 209px;
```


Google SafeFrame

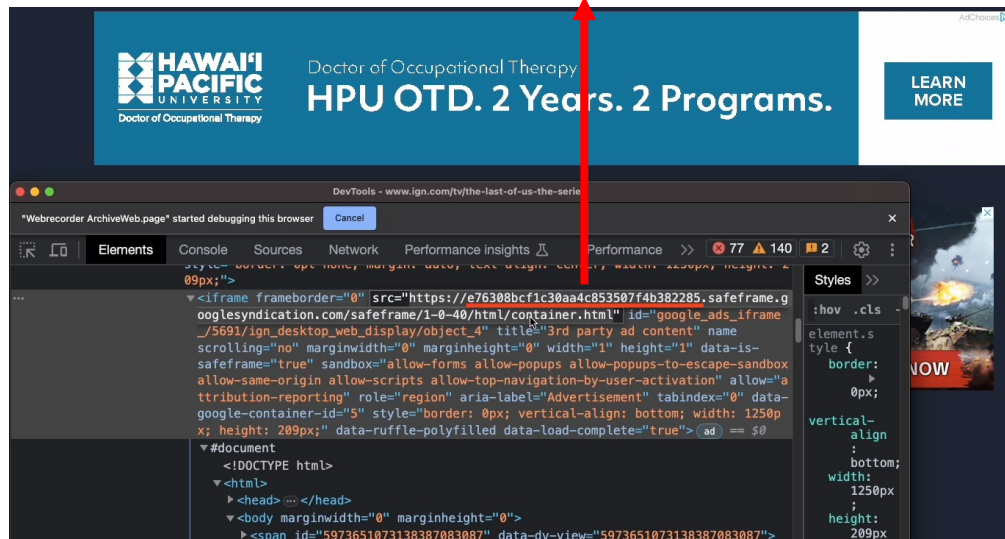
Most Google SafeFrames have a URL with a random value in the subdomain

The screenshot displays a web browser window with a Google SafeFrame advertisement. The ad is for Hawaii Pacific University, featuring the university logo and the text "Doctor of Occupational Therapy HPU OTD. 2 Years. 2 Programs." with a "LEARN MORE" button. Below the ad, the browser's developer tools are open, showing the HTML source code of the ad. The source code includes an <iframe> tag with a URL containing a random subdomain: "https://e76308bcf1c30aa4c853507f4b382285.safeframe.googleadsyndication.com/safeframe/1-0-40/html/container.html". The developer tools also show the document structure and the styles applied to the ad element.

Google SafeFrame Random Values

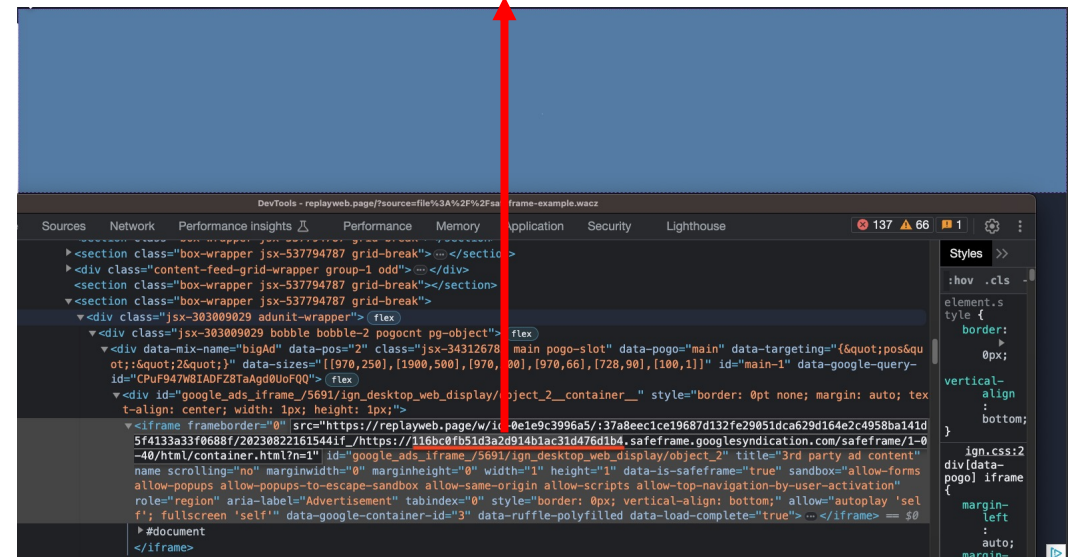
Live Web Page

Random value in subdomain:
e76308bcf1c30aa4c853507f4b382285



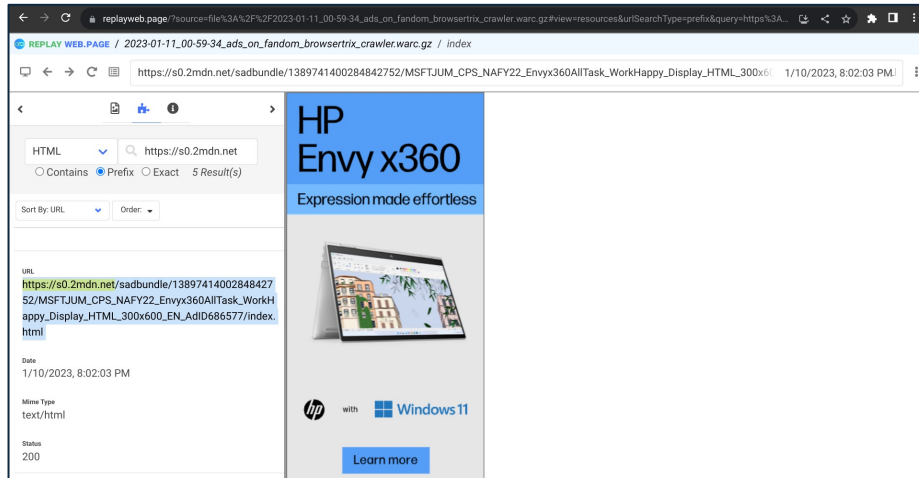
Archived Web Page

Random value in subdomain:
116bc0fb51d3a2d914b1ac31d476d1b4

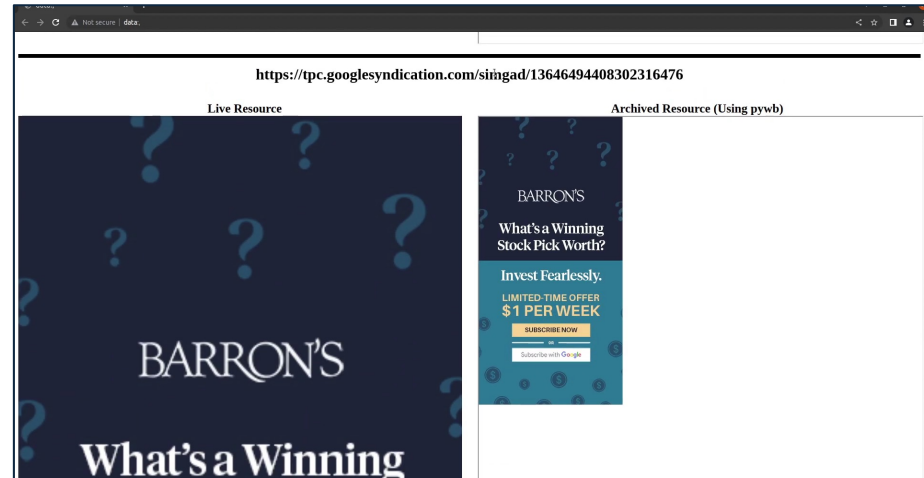


Processes and Tools: Finding Archived Ads

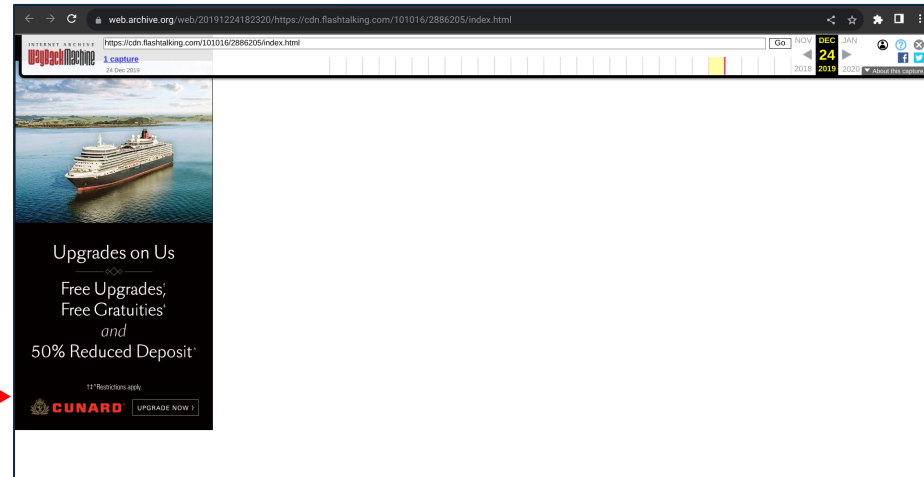
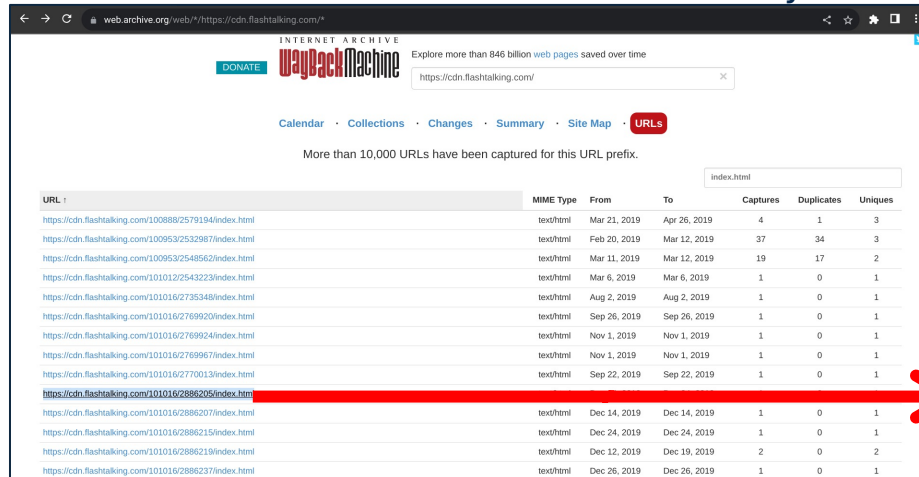
ReplayWeb.page's URL Search



Our Tool For Displaying Ads From A WARC file



Wayback Machine's URL Search



Conclusion

<https://sites.google.com/view/treid803/home>

Discussion/Questions

SAVING ADS

Assessing and Improving Web Archives' Holdings of Online Advertisements

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