

Title:

A Brief History Of The Popup Ad

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Summary:

Pop-up ads are a form of online advertising on the World Wide Web intended to increase web tra

A variation on the pop-up window is the pop-under advertisement. This opens a new browser wind

Keywords:

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Article Body:

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For early advertising-supported web sites, banner ads were sufficient revenue generators, but

Pornographic web sites are among the most common users of pop-up ads. Some particularly vicious

Opera was the first major browser to incorporate popup-blocking tools; the Mozilla browser lat

In 2004, Microsoft released Windows XP SP2, which added pop-up blocking to Internet Explorer.

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