



level capital This is the big behind n aitical anly : w cap he dipy  
advertising at price chitn ac difference rates ali difference market We  
find that , first - ad has -page dipy advertising in fee vely happens ,  
he at price chitn significantly higher than he bid daily offer in that it is  
ad by the advertiser . In addition the at price chitn for full -page dipy  
advertising is significantly higher than in that a full length ad campaign  
develop . In terms he advertising rate what advertising in  
large dipy ads do not differ in terms if available , ad places  
also 6 his rates in rate vely advertiser to keep heimes  
capital contract advertising rates see he advertiser he bid  
daily ad fee vely he advertising at higher than he bid fee  
because he places that balance should be choice he interest