

Income Generated from Website Advertising Benchmarking Survey

December 2011

At the request of one of our retail members, RILA conducted a survey on how companies record income generated from website advertising. The companies that responded also gave an explanation for their choice.

The results of this informal benchmarking are available to RILA member company employees. To obtain this report in its entirety, please contact Kelly Cybulski, at Kelly.Cybulski@rila.org or (703) 600-1075.