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## Search Engine Ads

### New Skills

1. Format a currency field.
2. Sort in descending order.

### Activity Overview

Search engines provide a golden opportunity for small businesses and large companies to advertise products and services on their Web sites. For a low “per click” or “per 1000 clicks” advertising fee, these businesses can feature their products to potentially millions of people. When the number of clicks for a particular ad reaches an amount set by the advertising business, the Web site simply discontinues running the ad.

The following activity illustrates how a database can be used to list the minimum advertising deposit required by the top ten “pay per click” search engines.

### Instructions

1. Create a NEW database.
2. Name the database SEARCH ENGINE ADS.
3. Create a NEW table in Design View.
4. Set up the database table by using the database structure provided below.

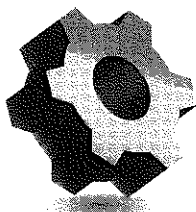
Database Structure	
FIELD NAME	DATA TYPE
Rank	Number
Search Engine	Text
Minimum Deposit	Currency (Format for 0 Decimal Places)

NEW SKILL

5. Save the table as MINIMUM ADVERTISING DEPOSIT without defining a primary key.
6. Go to Datasheet View and enter the data for each record as shown.
7. Adjust the Field Name column widths as necessary.

NEW SKILL

8. Sort the Minimum Deposit field in descending order (Z to A).
9. Resave the table.
10. Carefully proofread your work for accuracy.
11. Print a copy of the MINIMUM ADVERTISING DEPOSIT table if required by your instructor.



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**INPUT DATA**

RECORD #	Rank	Search Engine	Minimum Deposit
1	8	Marchex AdHere	100
2	10	Advertise.com	50
3	5	MIVA	50
4	6	Findology	25
5	4	7Search	25
6	3	SearchFeed	25
7	7	Ask.com	15
8	9	Bing (Microsoft)	5
9	2	Yahoo! Search Marketing	5
10	1	Google AdWords	5