

Public Abstract

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Title:A Typology of Online Sponsorships

This research provides a broad look at sponsorships across the Internet. As sponsorship becomes a more prevalent use of strategic communications on the Internet, an examination of its uses online was in order. The research examines the different sponsorship characteristics that are similar and different across different website types, such as health, technology, and news. Also examined is the way that sponsorship on the Internet differs from traditional sponsorships.

A content analysis of sponsorships online was conducted over the course of four weeks. The results indicate that different types of websites use sponsorships in different ways and certain website types have developed more consistent strategies for employing sponsorship. Overall, the most sophisticated and consistent use of sponsorship was found on health, technology, and general community websites.

This research provides both academics and practitioners with a better understanding of the way sponsorships appear and are used on different types of websites across the Internet. Overall, the research offers an understanding of a form of strategic communication that has not yet been widely researched.