Call for Papers
ACM Transactions on Intelligent Systems and Technology (TIST)
Special Issue on online Advertising

Overview
Online advertising supports a large swath of the Internet ecosystem. Its primary objective is to serve relevant advertisements (ads) to users in various contexts through disparate media channels like email, mobile, web portals, social media, web search, and others to maximize advertiser ROI and publisher revenue. Online advertising comes in different flavors like sponsored search (paid search), contextual advertising, and display advertising. Advertisers often create ad campaigns with different goals that can range from creating brand awareness (to achieve positive long-term user perception about the product) to achieving short-term success by increasing immediate product sales. This gives rise to a complex eco-system with several intermediaries like sales, marketers, third party entities like ad-networks, campaign planners, analysts, user targeting services etc. interacting closely to facilitate matching relevant ads to user requests.

To tackle such a complex and dynamic problem, smart and scalable systems powered by advanced technologies have been invented, including those for sponsored search, display advertising, social network marketing, and mobile advertising. These systems drive efficiency in the entire online advertising ecosystem by learning from massive amounts of data that flows through them. They provide unprecedented opportunities to researchers that are interested in big data problems. This special issue aims to bring together the researchers and practitioners from various disciplines in academia and industry to sort out the core and fundamental problems, as well as the emerging challenges in online advertising systems, and also put forward the corresponding solutions and technologies.

Topics of Interest

- Learning for online advertising
- Models and mechanism for online advertising
- Auction theory in online advertising
- Demand and supply volume prediction
- Ad relevance and ranking
- CTR prediction
- Ad keyword creation and bidding
- User tracking
- Demographics & location prediction
- Behavior targeting
- Retargeting
- Audience bidding
• Consumer privacy and data use policy
• Budget allocation
• Dynamic creative optimization including ad copy creation and evaluation
• Ad verification
• Campaign measurement
• Attribution models and algorithms
• Search engine optimization
• Adversarial learning, including ad scam, spam, and fraud detection
• Understanding multimedia content for online advertisement
• Systems and technologies in ad exchange and RTB
• Data markets

Submissions
Manuscripts shall be sent through the ACM TIST electronic submission system at http://mc.manuscriptcentral.com/tist (please select "Special Issue: Online Advertising" as the manuscript type). Submissions shall adhere to the ACM TIST instructions and guidelines for authors available at the journal website: http://tist.acm.org.

The papers will be evaluated for their originality, contribution significance, soundness, clarity, and overall quality. The interest of contributions will be assessed in terms of technical and scientific findings, contribution to the knowledge and understanding of the problem, methodological advancements, and/or applicative value.

Important Dates
• Deadline for submission: December 1, 2012
• Review notification: February 1, 2013
• Final manuscript: March 1, 2013

Guest Editors
Dou Shen, CityGrid Media, USA, http://doushen.org/
Deepak Agarwal, Linkedin, USA