

Name \_\_\_\_\_

## The Web's Money Magic: How Websites Make Dough

### Open-Ended Response Answer Key

1. (Answers may vary. Example: Sponsorships would benefit the cooking blog by providing financial support for better equipment and ingredients, allowing for higher-quality content. The money could be used to create cooking tutorials with new appliances and improve the overall user experience.)
2. (Answers may vary. Advantages may include financial support, while disadvantages may include reliance on external funding and potential inconsistency in income.)
3. (Answers may vary. Pay-per-click ads may lead to more clickbait-style content and prioritize quantity over quality.)
4. (Answers may vary. Some may consider subscriptions the most effective for stable income, while others may prefer advertisements for their passive revenue generation.)

