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Pop-up ads OK for Tripod

Pop-up ads, the much-maligned Internet advertising phenomenon, find a safe haven on Web hosting service Tripod.

Dec. 22, 1997 4:55 p.m. PT

2 min read

Pop-up ads, the much-maligned Internet advertising phenomenon, have found a safe haven on Web hosting service Tripod.

Companies such as America Online, Prodigy, and GeoCities, which have all experimented with the Java-script ads, have come under heavy fire from their members for the intrusiveness of the ads, which literally "pop up" in a separate window.

But Tripod, which has been using pop-up ads since November, has encountered little of the same opposition. Tripod chief executive Bo Peabody attributes the lack of controversy to Tripod's inclusion of its community members in the decision-making process.

"We're careful to include the members in all these types of decisions," Peabody said.

Additionally, Tripod tested the ads thoroughly to avoid some of the technical glitches such as browser crashes and caching errors that pop-up ads have caused on other sites.

Sites that offer free services, such as Tripod and GeoCities, are becoming more aggressive about their advertising programs as they attempt to transform their membership bases into revenue generators. According to Peabody, Tripod told its members that "this community needs to be profitable to survive, and that means either paying fees for service or allowing advertising on member sites."

While he concedes that there were some complaints from members about the ads during the testing period, in general, the response has been positive, he said.

In addition, the pop-ups have a click-through rate of between 3 and 5 percent--compared to the 1 percent click-through rate of the more ubiquitous banner ads.

"They [advertisers] think it's brilliant," Peabody said. "The ad is affiliated with the page, but not on the page. It distances the ad and the editorial content a

little bit."
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Despite the bad rap the ads have gotten so far, Peabody sees them as the future of advertising on the Net. "Our plan is this will be an industry standard for user-created content."

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The ABCs of Apple Cider Vinegar: Benefits, Precautions and Proper Dosage

Apple cider vinegar is a common ingredient you might already have in your kitchen. Here's how to use it for wellness.

Mandy Sleight 

5 min read 

Jan. 29, 2024 12:27 p.m. PT



Apple cider vinegar is created by putting apple juice through two stages of fermentation.

[jayk7/Moment/Getty Images](#)

Apple cider vinegar can be found in all sorts of recipes -- dressings, marinades, tonics and more. It's also sometimes used for beauty or cleaning purposes. And believe it or not, it shows some promising health benefits.

Vinegar has [a long history](#), dating back to at least 5,000 B.C. Its many uses include preservation, flavoring, pickling and medicine. It also has a rich history in ancient Africa, China and Greece as a health aid. Apple cider vinegar has antimicrobial and antioxidant properties, and some research is available to back up some claims of its wellness benefits.

The Best Apple Cider Vinegar Drinks

Read on to learn about some of the potential health benefits of apple cider vinegar and the best doses and methods for taking it. For more, learn [whether your nonstick cookware is safe to use](#) and discover [11 foods that should *not* be staples of your diet](#).

Read more: [12 Best Probiotic Foods to Eat for Gut Health](#)

What is apple cider vinegar?

When you combine apples, sugar and yeast and allow it to ferment, it creates apple cider vinegar. Over several weeks, the yeast will digest the sugar to make alcohol. Once this happens, natural bacteria will turn the alcohol into acetic acid, which is where the pungent odor and taste of apple cider vinegar comes from.

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You have two options when you buy apple cider vinegar: filtered and pasteurized, or raw and unfiltered. The cloudy sediment that collects in the bottom of the bottle is "the mother," which is a combination of bacteria and yeast. Some speculate the mother is what provides the health benefits, as it contains trace amounts of healthy bacteria and probiotics.

Apple cider vinegar can be used in the kitchen, around the home and for your health as a:

- Deodorizer.
- Preservative.
- Dressing or vinaigrette.
- Cleaner.
- Facial toner.
- Marinade.
- Fruit and vegetable wash.
- Denture cleaner.
- Hair rinse.
- Dandruff treatment.
- Weed killer.

Mouthwash

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4 benefits of apple cider vinegar

Although more research is needed, several small and medium-sized studies show the [benefits of apple cider vinegar](#) for some health issues and as a potential weight loss aid.

May help control blood sugar and diabetes

Up to [95% of diabetics have type 2 diabetes](#), according to the Centers for Disease Control and Prevention. Type 2 diabetes occurs from insulin resistance, or the body's inability to produce insulin.

Even if you don't have diabetes, it is beneficial to keep blood sugar levels in the normal range. Studies have shown that apple cider vinegar can [improve insulin response](#) and [lower blood sugar levels](#) after meals.

Consuming apple cider vinegar before going to sleep has also been shown to [reduce fasting blood sugar](#) after waking. Make sure to talk with your doctor before consuming ACV if you have diabetes, especially if you're on medication.

Kills harmful bacteria

Those looking to preserve food naturally may want to consider using apple cider vinegar. It is a known [pathogen killer](#), which includes microbes like staph and candida.

Vinegar is a popular preservative in Korea since it can prevent [E. coli and norovirus](#) from growing in food. E. coli can cause food poisoning when consumed, but the bactericidal effects of the acetic acid in apple cider vinegar can [prevent it from occurring](#).

Could lead to weight loss

Another benefit of apple cider vinegar that may be useful is its ability to help with [weight loss](#). When taken before or during a meal, ACV has been shown to help with satiety (the feeling of fullness).

In one study, participants ate approximately [200 to 275 fewer calories](#) when apple cider vinegar was combined with a meal. Over three months, participants taking one to two tablespoons of ACV per day saw [up to 3.7 pounds in weight loss](#) and a reduction in body fat.

Might improve cholesterol levels

High cholesterol and triglyceride levels can increase your risk of heart disease.

Incorporating up to an ounce of apple cider vinegar into your day, along with a lower-calorie diet, may [reduce total cholesterol and triglycerides](#) while also increasing HDL "good" cholesterol.

Those with type 2 diabetes may also see [positive results on their total cholesterol and triglyceride levels](#) when adding a half ounce of ACV to their diet.

Read more: [7 Money-Saving Tips for Eating Healthily on a Budget](#)

Potential side effects

Although there are benefits of apple cider vinegar usage, there are also potential side effects to consider. The high acidity can strip tooth enamel, which won't come back once it's gone. It may cause damage to your esophagus or throat if you drink it undiluted.

Here are some other potential side effects of apple cider vinegar:

- Can cause hypokalemia (low potassium levels).
- Can interact with diuretics, insulin and other medications.
- Can cause nausea or vomiting.

Watering it down with water or juice not only makes ACV more palatable, it can also reduce the risk of damaging your throat and teeth. Combining one or two tablespoons with either may also cure an upset stomach.

Apple cider vinegar dosage

Apple cider vinegar dosage depends on the reason you're using it. Two teaspoons to two tablespoons is the general dosage recommendation.

If you want to drink it, dilute it with water or your favorite juice or tea. You can also eat it by incorporating it in your favorite foods, especially dressings, vinaigrettes and even when making your own mayonnaise.

You can also add a cup or two to a bath for skin issues. Mixing a tablespoon of ACV with a cup of water, then soaking gauze or cotton in the solution can make a wet wrap.

To use apple cider vinegar as a hair rinse, combine up to two tablespoons with a cup of water, then pour over hair after shampooing. Wait 5 minutes, then rinse. It can be drying, so use it sparingly. ACV can also irritate the scalp, so a weaker dilution may be better.

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Annick Vanderschelden Photography/Moment/Getty Images

Bottom line

While some studies have found the benefits of apple cider vinegar, we need more research to definitively prove how beneficial ACV is. It may help with weight loss, controlling type 2 diabetes, blood sugar and cholesterol and it can also prevent harmful bacteria growth on foods. Drinking undiluted apple cider vinegar can cause tooth enamel erosion or throat damage. Mixing ACV with water or juice before consuming it can prevent damage to the teeth and throat. As with any natural remedy, speak with your doctor before trying apple cider vinegar and do a skin test before using it on your skin.

The information contained in this article is for educational and informational purposes only and is not intended as health or medical advice. Always consult a physician or other qualified health provider regarding any questions you may have about a medical condition or health objectives.

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