

Traditional Media Glossary



the**Karma**group



Advertising Impressions

The audience delivery of media vehicles, programs or schedules. Usually expressed as thousands (000).

Advertorial

A print advertisement that is deliberately intended to resemble editorial matter or story in a newspaper or magazine.

Affidavit

A formal sworn statement of fact, signed by someone who can verify this fact, and witnessed by someone such as a notary public. For newspapers, this is often used to prove that an insert or legal notice has run in a paper as scheduled.

Audience Turnover

The rate at which viewers or listeners change or switch channels or stations during a specific time period. It is a measure of the audience's engagement and the frequency with which they switch between different media content or platforms.

Avails

Avails refer to the availability of unsold units of time available for broadcasters and radio stations to sell to marketers.

Average Frequency

The average number of times a person or household is exposed to an advertising schedule/campaign.

Average Quarter-Hour Persons (AQH)

The average number of persons listening to a particular radio station for at least five continuous minutes within a 15-minute period.

Average Quarter-Hour Rating

The average percentage of people in a specific demographic who listened to a radio station during any minute within a 15-minute period.

Bleed

Printing that extends to the trimmed edge of a printed page.

Broadsheet

A full-size newspaper.

Center Spread

An advertisement appearing on two facing pages of a newspaper, printed on a single sheet in the center of a publication (see Double Truck).

Circulation

The total average number of distributed copies of a publication during a specified standard time (day, week or month).

Classified Advertising

Advertising arranged according to categories featuring items offered for sale at a set price for a set period of time. The ad is generally in small print.

Classified Display Advertising

Classified advertising with the characteristics of display advertising – larger-sized, non-classified fonts, graphics, and borders.



Closing Date

The final deadline by which advertising space must be reserved to secure the dates/times/ positions requested.

Column Inch

Publication space that is one column wide by one-inch high, used as a measure of advertising space. Column inches are used to determine the cost of ads.

Combination Rate

A discounted advertising rate offered to advertisers for buying advertising space in two or more publications owned by the same company.

Cooperative Advertising (Co-Op)

Retail advertising that is paid partly or fully by a manufacturer when set guidelines are followed (slang "co-op"). Co-op advertising may only be available at limited times of the year and on certain products.

Cost Per Rating Point (Cost Per Point, CPP, Cost Per GRP)

The cost of advertising to reach one percentage point of the target group, audience, or population in a given market or geographic area.

Cost Per Thousand (CPM)

The cost of every 1,000 digital ad impressions purchased.

Coverage Area

The geography of where a media has coverage. In print, the coverage area equates to the circulation area.

Cover Position

Advertising on the cover of a publication, often at a premium cost due to limited availability. Cover positions can include front cover, inside front cover, inside back cover, outside back cover or section cover.

Cume (Cumulative Audience)

The total number of individuals or households reached by an advertising campaign at least once during the media buy.

Daypart

Radio and television advertisements are divided up into time segments for scheduling purposes.

- Sample TV dayparts: morning news, daytime, early fringe, early news, prime access, prime, late news, late fringe, overnights
- Sample radio dayparts: morning drive, midday, afternoon drive, nights, overnights

Direct Mail Advertising

Any printed material sent via mail directly to target customers.

Display Advertising

Print advertisement that is placed outside of classified advertising. Display ads can range from small to the full size of the print page. Ads generally contain typeset copy, graphics, and design to attract customer interest. The size of the ad is based on the number of columns wide by the number of inches tall.

**Double Truck**

A large newspaper ad measurement that uses two facing full pages, including the gutter or fold. The entire ad is treated as one unit and is traditionally the center spread of the section.

Exclusivity

An agreement between a media and an advertiser. The media agrees to run no advertising by competitors for a given client. This is often granted at a premium price.

E-Tearsheet

An electronic tear sheet – an electronic image of a newspaper page used to prove proof of publication.

First Refusal

The right of an advertiser to have the first choice in continuing sponsorship of a program or position before it is offered to another advertiser.

Fixed Position

An advertising placement that remains fixed over time (front cover of a section).

Flat Rate

A print advertising rate that does not offer a discount.

Flighting

A scheduling technique for advertising buys.

Flight Dates

The exact start and end dates of a marketing campaign or promotion.

Free Circulation

A publication sent to customers without their need to pay for it.

Frequency

The number of times that an individual is exposed to an advertisement or campaign or the number of times an ad is scheduled for placement.

Frequency Discount

A discounted advertising rate that is given by media to advertisers for placing multiple ad placements within a given time frame.

Geo-Target

The geographical area being targeted by a campaign.

Gross Billing

Cost of an advertising buy that includes the advertising agency commission.

Gross Impressions

The total impressions for a series of ads or an ad campaign among a given audience.

Gross Rating Points (GRP's)

A measure of how much advertising exposure is going to a given audience in a media plan.

Gutter

The blank space between margins of facing pages of a publication or the blank space between columns of text.

**Heavy-Up**

To increase the frequency in an advertising campaign for a limited period of time.

Hiatus

A planned period of inactivity between advertising schedules.

Insert

A one-page or multi-page print advertisement that is distributed and inserted into a publication.

Insertion Order (IO)

Written authorization from the advertiser or agency to a publication. Orders specify cost per ad, size, and publication dates as well as any request for special position.

Island Position

A print advertisement surrounded entirely by editorial and not other ads.

Line Rate

The cost per agate line for newspapers. This is often seen in classified placements.

Magazine Supplement

A separately printed magazine section inserted into a newspaper. Supplements can be produced both locally and nationally.

Makegood

A rerun placement given to an advertiser when the original spot or ad did not run or ran incorrectly.

Media Buying

Media buying is the method marketing agencies apply after research is completed and a campaign strategy is devised. Media buyers use these insights and the plan to negotiate ad space across the proposed media channels.

Media Mix

The blend of paid communication channels that an organization uses to get its messaging and brand across to potential customers.

Media Planning

This is the process of selecting the optimal mixture of media outlets for marketing a particular business, product, or service. Media planners use research to identify, analyze, and plan campaigns all while staying within a brand's budget.

Net Paid Circulation

A term used by AAM for the circulation of a publication to indicate the number of copies sold per issue both in subscription and newsstands.

Net Reach

The number of individual people that a commercial or ad serves to at least one time.

Open Rate

The highest advertising rate given to an advertiser before any discount can be earned; also called "one-time rate".

Paid Circulation

The number of printed copies that are purchased by readers in a given time period.

**Page Unit**

An ad measurement system used in magazine advertisements and some tabloids. Designated measurements often include full page, half page, one-third page, one-sixth page, etc. These are also called modular units.

Pass-Along Readership

Readers of a publication in addition to the initial buyer. Also called Secondary Audience.

Penetration

The degree to which a media has coverage in a market. It can also refer to the effectiveness of a campaign's impact on individuals or households.

Per Column Inch (PCI) Rate

Cost per column inch for print display advertising, mostly used for newspaper pricing.

Position

The location of an advertisement on a page.

Premium Price/Position

A special advertising rate, usually higher, for special positions or other considerations.

Pre-emption

Common practice in the purchase of television ads. This is a displacement of a purchased spot. This can be due to several factors: another advertiser paying a higher rate, sports programming running longer than scheduled, programming interrupted due to weather events, etc.

Preprint

Advertising inserts that are printed in advance of the regular press run and then combined with the final publication just prior to distribution.

Psychographic

Research data that describes consumers on the basis of psychological traits or lifestyle preferences.

Publisher's Statement

A notarized statement from the publisher of total circulation, geographic distribution, method of getting subscriptions, etc. Statements are filed as needed by AAM.

Rate Card

A document that communicates the advertising costs, issue dates, program names, closing dates, requirements, and cancellation dates for a given publication.

Rate

A charge for advertising media space or time.

Reach

The total number of individuals or households reached by an advertising campaign at least once during the media buy. An alternate term for CUME Audience.

Readership

The number of persons who read a publication or advertisement.

Regional Edition

A national publication's geographic-specific section that provides circulation in a certain geographic area.

**Rotation**

Rotation refers to the distribution of spots or ads across certain days and hours within the flight period.

ROP Color

Color printing that is done during the scheduled press run and is placed in the regular space of the publication.

Run of Paper (ROP)

Newspaper advertising that is positioned to run anywhere in a publication, with no exact choice of a specific position or page. Placement is at the discretion of the newspaper.

Run of Schedule (ROS)

In television or radio, ROS is scheduling to run across multiple dayparts and multiple days. Usually Monday-Friday, 6am-12Mid.

Spadea

A separately printed, unbound broadsheet that is folded around a newspaper, or around one of its sections, appearing as a partial page or flap over the front and back.

Schedule

A list of advertisements or media to be used in a campaign along with the timing of placements.

Secondary Audience

Readers of a publication in addition to the initial buyer. Also called Pass Along Readership.

Share of Voice

The percentage of advertising a client owns during a specific set of time relative to all available inventory.

Shopping Newspaper

A newspaper-like publication that is predominately advertising and often distributed free to shoppers or to households (slang "shopper").

Sponsorship

Payment for marketing vehicles in exchange for advertisements in the piece.

Spot Color

A single extra color ink added to a page; also called flat color.

Spot Television

Spot television is all the commercial advertising time that is available for sale or purchase from a local TV station. These spots can be either local or national.

Supplement

A newspaper section in magazine format inserted prior to distribution.

Tabloid

A newspaper format that's roughly half the size of a broadsheet newspaper. Approximate size of a standard newspaper folded in half (slang "tab").

**Tearsheet**

A publication page with an advertiser's message, sent to the advertiser as proof of accurate placement.

Teaser

An interest-building advertisement that precedes the kick-off of an advertising campaign.

Till Further Notice (TFN)

Run the advertisement until told to stop.

Trade Paper

A specialized publication for a specific audience like a profession, trade, or industry.

Traffic

Instructions provided to media outlets on which ads to run, how long and how often.

Vehicle

Anything capable of exposing advertising to customers.

Get Karma working for you.

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