



- **ADVERTORIAL:** An advertisement, often presented in a way that it resembles with an editorial matter.
- **AUDIENCE SKEW:** When a particular audience is distributed in a manner; that differs from the distribution of the total population e.g. a programme that attracts a large number of Male viewers, would be described as being a programme that is 'skewed' towards male audience
- **Audit Bureau of Circulation:** A tripartite, nonprofit, self-regulatory organization of advertisers, agencies and magazine and newspaper publishers, which verify /audits and publishes circulation figures for Newspapers & magazines.
- **Average Opportunity to see:** The average no. of times a particular campaign or ads will be seen by an individual in the selected target audience.
- **Average issue reader (AIR):** AIR is the number of people who have read or looked at an average issue of a publication. The definition is based on those who say they have last read a publication within its publication interval, i.e. Yesterday, last week, last month etc.
- **Audience:** The measure of people exposed to a certain medium or vehicle.
- **Audience Profile:** The characteristics of the people who make up the audience of a magazine, TV show, newspaper, radio show, etc., in terms of age, family size, location, education, income, and other factors.
- **Audience Spillover:** Reach beyond the defined primary TG into other groups is called a spillover.
- **Audience Duplication:** In broadcasting, a measurement of the number of listeners or viewers reach by two or more programs or by the same program over repeated telecast. In print, the measurement of the overlap of potential exposure between different issues of the same magazine or among issues of different magazine.
- **Aided Recall:** A measurement technique in which respondents are helped to remember portions or all of the ads by having an interviewer provide clues.
- **Average Frequency:** The number of times a person or a household is reached by a media over a specific period of time, e.g. four weeks in broadcast media.
- **AAAI:** Advertising Agencies Association of India.
- **ACD:** Average Commercial Duration: Average length of an advertisement being run on a channel during a campaign period.
- **Back-to –Back:** Two or more commercials run one immediately following the other.
- **BANNER AD:** Banner ad is a graphics image linked to an advertiser's website.
- **Below the line (BTL):** Part of the marketing budget for a ground trade and consumer activation's, promotion, and other initiatives targeted to the trade.
- **Bleed Ad:** An advertisement in which part or all of the illustration or copy runs past the usual margins out to the edge of a page.
- **BLIND SPOT:** Any kind of advertisement that goes unnoticed by the target audience. It's a commonly used phrase in TV planning.
- **Bonus Spot:** Additional TV or radio spots given free along with the paid activity, by broadcasters to the advertisers



- **BREAK BUMPER:** A brief announcement, Kind of an ad of 5-10 seconds, played between a pause in the program and its actual commercial break.
- **Brand Development Index:** The no. of cases units or dollar volume of a brand sold per 1,000 pollutions. It is calculated by dividing the percentage in the same market.
- **Broadsheet:** A newspaper size approximately 15 inches wide and 22 inches high.
- **Burst:** A short, concentrated advertising campaign.
- **Cancellation Date:** A certain fixed date or time period by which the space or air time booking needs to be cancelled. Beyond this date, the advertiser is liable to be charged a cancellation fee.
- **Card Rate:** The cost of media quoted on a rate card on which discounts may be given.
- **Case Rate:** A method for setting advertising budgets, which is based on a forecast of a unit sale.
- **Category Development Index (CDI):** Measure of strength of category sales salience (% of total Sales) in the market indexed to the TG Salience. Index of 100 indicates sales & TG salience proportionate, index below 100 means scope to develop the market and index above 100 means a developed market.
- **Center Spread:** An advertisement appearing on the two facing center page of a publication.
- **Checking Copy:** A copy of a publication sent to an advertiser and agency as proof that the advertisement appeared as ordered.
- **Circulation:** Circulation of the publication is the total number of copies it sells within a fixed period of time.
- **City – split run:** City- specific part of the circulation of a magazine could be offered to the advertiser to run his communication like the four metro split for India Today.
- **CLAIMED READER:** The estimated number of readers who have claimed to have read or looked at any issue of publication. They may not be the regular readers of the publication
- **CLICK THROUGH RATE:** The percentage of times an ad is clicked divided by the number of times it is served. If an ad is served 10 times and 5 visitors actually click on the ad( once each) ,then the banner has a click rate of 50%
- **CLICK THROUGH:** When a site visitor actually clicks on a banner ad and is transported to the website of the banner advertiser.
- **Clutter:** Excessive amount of advertising carried by media vehicles, both print and broadcast. Term refers to both the total amount of advertising time and space and to its scheduling long strings of consecutive commercials foe broadcasting and solid banks of advertisement in prints.
- **Column Centimeter (CC):** A Metric to calculate the cost of advertising space specially in Newspapers. Normally a typical broad sheet has 8 coloumns. Recently this metric has been replaced by Square centimeter( for calculation of ad space)
- **Combination Rate:** A discounted rated offer to encourage use of two or more Tv Channels, Radio stations, newspaper, magazines, etc. , having common ownership. Occasionally, an advertiser has no choice but to buy the combination as space/ time may not be sold separately.
- **Continuity:** A method of scheduling advertising so that audiences have an opportunity to see ads at regular intervals.
- **Controlled Circulation Publication:** Publications that confine or restrict their distribution.



- Co-operative Advertising: Ads run by a local advertiser in conjunction with a national advertiser. The national ads usually provide the copy and/or printing material and also share the cost with the local retailer. In return, the national advertiser receives local promotion for its product. The name of the local advertiser and its address appear in the ad.
- Co-Sponsorship: The participation of two or more sponsors in a single broadcast program where each advertiser pays a proportionate share of the cost.
- Cost Efficiency: The effectiveness of the media as measured by a comparison of audience, either potential or actual, with cost and expressed as a cost per thousand.
- Cost per Thousand: A figure used in comparing or evaluating the cost efficiency of media vehicles. CPT is the cost to deliver 1000 individuals and is calculated by dividing the cost by the audience delivery and multiplying the quotient by 1000.
- Coverage: A term used to define a medium's Geographical potential. Coverage is the proportion of the specific TG exposed to a medium, vehicle or an advertising campaign.
- Coverage position: Premium-priced cover space for magazine or business publication advertisement: 1<sup>st</sup> cover outside front cover; 2<sup>nd</sup> cover inside front cover; 3<sup>rd</sup> cover-inside back cover; 4<sup>th</sup> cover outside back cover.
- Cost per click (CPC): CPC is the amount of money an advertiser pays search engines and other Internet publishers for a single click on its advertisement that brings one visitor to its website.
- CPM (COST PER MILLE): It's the cost for thousand impressions/exposures.
- Cumulative Audience: The net unduplicated audience of a campaign, either in one medium or a combination of media. Sometimes called cumulative reach.
- Chief Wage Earner: A person who makes the maximum financial contribution to the household expense.
- C & S: Cable and Satellite.
- Day-After- Recall: Probably the most common method used to test television commercials. Test commercials are shown on the air in the normal fashion. Approximately 24 hours later people are phoned and asked about their previous day's viewing. Only those who viewed the program carrying the test commercial are further questioned. The test score consists of that proportion of the commercial audience who are able to provide specific correct audio or video details from the test commercial.
- Day- Part: A part of the broadcast day, so designated for the analytical purpose. In TV, the day parts are usually day time, early prime, prime time, and late night.
- Demographic: Characteristics used to describe audience- like gender, age, education, occupation, income, income, SEC, pop-strata etc., among other. These are those parameters that can be measured.
- Diaries: They are used to collect TV audience data on a weekly basis with respondents recording their media usage patterns for a week. This has been replaced by the peplemeter over a decade ago. Radio Audience measurement in India currently carried out through diary system



- Direct response: Promotional media activity that request consumer to directly respond to the advertiser by post, telephone, e-mail or SMS.
- Direct mail: one to one communication of a brand message to the TG through mail, usally with an in-built response mechanism.
- Discount: Saving on the card rate offered by the media to the agency or a client based on the advertising quantity , volume, expenditure or relationship with the media.
- Display: Display ads in print are differentiated from classified by the fact that they are not printed in a specific "classified" section of the publication.
- DOG EARS: It is a kind of small pointer Ad specially used in Magazines, jetting out the actual ad inorder grab the attention of the reader enabling the reader to go directly to the ad page without reading the other editorial content of the magazine.
- Drive Time: The times of day (both morning and afternoon) when most people drive to or from work (about 6 to 10 and 3 to 7 pm)
- Early Right Hand page: An ad position in a publication regarded as more effective than later, or left hand position. Early, generally, signifies the frist half or frist one-thrid of the publication.
- Effect Frequency: The minium no. of times the TG needs to be exposed to the communication for it to have the intened effect, often set at 3+ or 4+ for a month.
- Effective Reach: The reach of the medium or media schedule at a predetermined level of frequency (as opposed to total reach).
- Electronic Newspaper: The use of home CRT to receive a newspaper- type textural material such as newspaper, stock listing and sports.
- Elasticity: The rate of variation in sales on the basis of the variation in ads, promotions, price and etc.
- Establishment survey: An audience research which "establishes" the size and demographic composition of the population carried out annually by TAM for updating the people -meter panel.
- Evening Traffic: An outdoor site classification- hoarding facing the traffic returning from work.
- Exclusivity: Freedom from competing advertising within a given communication medium advertiser, requires major space or time purchased.
- Edit: Multiple shorter duration adaptation of a main/ master creative (TVCs or radio -spots)
- Eval: Evaluations of a campaign based on agreed planning parameters
- FCT: Referred as free commercial time made available by a broadcaster for advertisers for their product promotions in terms of advertisement.
- Fixed Position: A specific period of station broadcasting time reserved for an advertiser and sold at a premium rate.
- Flight Scheduling: A scheduling approach that alternates advertising across months, with heavy advertising in certain months and no advertising at all in other months.
- Four-Color (4/C): Black and three colors (blue, yellow, red). Standard color combination used by practically all publication offering color advertising.



- Free Publication: A publication sent without cost to a selected list of readers. Circulation may or may not be audited by C.C.A., but cannot be qualifying for A.B.C. audit unless at least 70 % of circulations paid.
- F.M: Frequency Modulation. In telecommunications, frequency modulation (FM) convey information over a carrier wave by varying its frequency (contrast this with amplitude modulation, in which the amplitude of the carrier is varied while its frequency remains constant). In analog applications, the instantaneous frequency of the value of the input signal. Digital data can be sent by shifting the carrier's frequency among a set of discrete values, a technique known as frequency- shift keying.
- Gatefold: A special space unit in magazines, usually consisting of one page plus an additional page or part of a page that is an extension of the outer edge of the original page and folds outward from the center of the book as a gate.
- General Interest: a magazine with a mass converge (usually news and politics) not targeted at any specific segment.
- Gross Audience: The combined audience of a combination of media or a campaign in a single medium. For example, if medium A and Medium B have audience of 7 million and 6 million respectively, their gross audience is 13 million. To go from gross audience, one must subtract all duplicated audiences.
- Gross Impression: the sum of audiences of all vehicles used in a media plan. This number represents the message weight of media plan. The number is sometimes called the "tongue" of the plan, because it is so large. (See gross audience).
- Gross Rate: the published rate for space or time quote by an advertising medium, including agency commission, cash discount and any other discounts.
- Gross Rating Points (GRP): A measure of the total gross weight delivered by the vehicle. It is the sum of the ratings for the individual announcements or programs. A rating point means an audience of 1% of the coverage base. Gross rating points are duplicated ratings. Also, reach times frequency equals GRP.
- Gutter: The inside margins of facing pages; the point at which a saddle stitched publication is bound.
- GEC: General Entertainment Channel.
- Hiatus: A period of time during which there is no advertising activity.
- Household: Either one person living alone or a group of people, usually member of the same family, who live together and manage their food and living expense as a unit.
- Homes using Television: Percentage of household in a market viewing any program during a specified day- part.
- Impression: a single exposure of an audience member to an ads spot or insertion.
- Index: A no. indication relative difference versus the "base" no. , which is taken to be 100. A 110 index indicates 10% higher than than the base value ; a 90 index a 10% lower value.
- Infomercial: Long, information- rich TV ad- the broadcast equivalent of an advertorial.
- In- store media: Point- of- purchase advertising options.



- **Insert:** A special page printed on superior or different paper stock by the advertiser and forwarded to the publisher to be bound into the publication or insert loose. Usually used for fine color work.
- **Insertion:** An advertisement in a print medium.
- **Integrated Commercial:** A commercial that features more than one product or services in form of a single commercial message.
- **INTERSTICIAL:** An ad that comes between a link and a page. Generally one has to view the entire ad to get to the desired content.
- **Island Position:** a newspaper or magazine advertisement entirely surrounded by editorial matter or margin.
- **Logo Jets:** Banners attached to or sides of Airplanes.
- **Make Goods:** An announcement or advertisement run as a replacement for one that was scheduled but did not run or that run incorrectly.
- **Market Development (MDI):** A ratio of BDI and CDI shows potential for developing a market.
- **Market Segmentation:** A break-up of the basis of cultural, lifestyle or demographic parameter into distinct sub-group with different behavior patterns.
- **Masthead Method:** a technique used to measure readership where the mastheads of publication are pasted into a book which is then to aid recall of readership.
- **Maximum possible or Maxposs:** the maximum reach a medium can deliver if all vehicles within that media class are used.
- **Media category or Medium:** the maximum reach a medium can deliver if all vehicles within that media class used.
- **MIS:** Management Information System.
- **MRUC:** Media Research User Councilor is a register not – for – profit body of member drawn from major Advertiser, Advertising Agencies, Publisher and Broadcaster / other media. MRUC was in cooperated in 1994 with 200 members.
- **MRIS:** Market Research Society of India. A unique non-profit autonomous market research body formed by larger fraternity of research suppliers and user spread across . Established in 1988, the MRIS is at the forefront of maintaining standard of excellence in the market research industry.
- **MAG:** Aberration for Magazine.
- **Market-by- Market Allocation (MBM):** The system of media /marketing planning which allocates a brand's total available advertising dollar against current and/or potential business on an individual TV market basis. MBM spends all advertising dollar available in each market in proportion to current and/or anticipated business in the market. The result of MBM planning to spend more accurately against anticipated sales and there by generate greater business for a brand.
- **Mechanical Requirement:** the physical specification of a publication that must be met by advertising material to be reproduced in the publication. Such requirement of the vehicle and



the characteristics of its printing process. Broadcast media have a similar requirement governing the physical characteristics of material acceptable for broadcaster.

- MEDIA DARK AREAS: Those areas where the penetration of Mass media is absolutely nil.
- MEDIANET: Paid form of editorial on the front page of TOI city supplement.
- Media Weight – The total impact of advertising campaign in terms of number of commercials, insertions, reach and frequency, advertising dollars etc.
- Medium – Any media class used to convey an advertising message to the public, such as newspapers, magazines, direct mail, radio, television and billboards.
- Message weight – refer to the gross number of advertising message delivered by a vehicle or a group of vehicle in a schedule.
- Media Mix: combination of media vehicle and media categories which make up a campaign.
- Multiplex: large cinema complex typically offering multiple screen choice.
- Media Audit: an assessment of the effectiveness of the media planning and/or buying, usually done by an unbiased third party specialist audit company.
- Morning traffic: an outdoor site classification- hoarding facing the traffic travelling to work.
- Narrowcasting – describes a cable system's service to a small community. It is the delivery of programming that addresses a specific need or audience.
- Niche Channels: Television Channels of entertainment catering to specific set of audience through differential entertainment offering. eg: NDTV24X7, Mastiii etc.
- Newsstand Circulation: Copies of publication that are purchased at the outlets selling the copies. May include hotels, vending machine, newspaper boy, drugstore and supermarkets in addition to the traditional newsstands or Kisko.
- Non –Prime Time (NPT): The time-band in which the viewership/ listenership is relatively low as compared to prime time.
- Orbit: A scheduling method used by the station that consists of rotating advertisers commercial among different programs or/ and time period.
- Overlapping circulation: Duplication of circulation when advertising is placed in two or more media reaching the same prospects. Sometimes desirable to give additional impact to advertising.
- Opportunity to See (OTS): The number of times the TG is exposed to a communication during a campaign period.
- Open rate: The maximum rate charged by a magazine.
- On Sale Date: The date when magazine hits the stand which is different from cover date.
- Pass- along readership: Readers of a publication, who have not purchased it from the pass-along readership base, part of the "average issue readership" base.
- Pay per View: A type of Pay TV where viewers are charged each time they watch the special event or movie being broadcast.
- Penetration: Penetration describes how much of the total market available is a particular media able to reach.



- Preferred Position: A position in a printed publication that is thought to attract most reader attention and sold at higher rate.
- Piggyback: A weaker offering from a group is including in the deal along with the stronger offering.
- Position –in –break: The order in which the ad appeared in the ad capsule. Usually first and last position in a break is desirable as they get higher viewership than mid- break.
- Peoplemeter: It is an electronic device for measuring the number and kinds of people watching TV programmes. It is connected to the TV to monitor channels being watched and requires a remote control with buttons to operate.
- Promo Channel Image (PCI): Promotion by a channel at an overall level, with clear objective of increasing walk-ins at a channel level and not at a specific program level or time band.
- Promo Channel Property (PCP): Promo of more than one program/ event without particular branding.
- Promo Multiple Brand: Promo where more than one program / Event is promoted together as a brand.
- Promo Tag: Brand flash along with a voice over gets captured, which is stich together with actual programme/event promos; for e.g. "This program is brought to you by Colgate".
- Promos: Single Program/Event promotion on television by a specific channel.
- Psychographics: The term that describes the consumers/ audiences on the basis of psychological trait, characteristics, behavior or life style.
- Pulsing: A media scheduling technique which produces alternating periods of heavy activity followed by lower activity.
- Product placement: Paid placement of the brand within a TV program or a film.
- Quality rating points (QRP) : TRP's which are unrevealing of quality of viewing are factored by variables like time spent watching, continuous viewing, and repeat viewing to get QRP.
- Rate Differential: Among newspaper the differences between national and the local rates.
- Rating: The estimated percentage of TG exposed to a media vehicle within a specific time period. In the people meter system, rating is time- weighted v/s the earlier diary what of just a headcount.
- Reach: The estimated percentage of a target audience exposed one or more times (at least once) to the unit or vehicles in a plan. Unduplicated is the essence of reach.
- Reach (3+): The estimated percentage of the TG exposed three or more times (at least thrice) to the vehicles or messages in a plan.
- Reach curves: A plot of audience accumulation or reach (Y axis) with increase in GR's or budget levels (X level).
- Return on investment (ROI): measure of the effectiveness of the media budgets- how effective the media expenditure (investment) has been in achieving the desired result.
- Road Block: Road blocking means the placement of commercials in all major television networks in the same period of time.



- Run of day- part (RODP): A TV schedule where there are no fixed spots on specific programs and as can appear anytime within pre-define day parts. This allows the channel to manage inventory and extend a better discount to the advertiser.
- Run Of Press (ROP) : A newspaper advertisement for which a definite position is not specified is inserted as Run Of Press (or Run Of Book) , but usually in the general news sections. The term is also used in connection with color newspaper advertising to distinguish color advertising to distinguish color advertising in the main portion of the paper from that placed in the magazine section.
- Run Of Schedule (ROS): A broadcast commercial for which a definite time is not specified. For example, a nighttime commercial during prime time may be run at any time during this period.
- Readership: The degree to which print vehicle have been seen (not necessarily read) by member of the publication's audience.
- RAM: Radio Audience Measurement
- Search Engine: A program or web site that enables users to search for keywords on web pages throughout the World Wide Web.
- Search engine marketing: Reaching the TG with an ad when TG accessing websites does a related keyword search.
- Simulcast: Broadcast of the same program at the same time on more than one TV channels or Radio stations.
- Share of Voice (SOV): A brand's share of the total advertising for a product or commodity classification.
- Share of audience: The percentage share of a particular media vehicle versus the competitive set within the TG in a particular market, and a specific time period.
- Share of market (SOM): Share of total category sales for a brand within a defined market in a specified time period.
- Short Rate: Charges resulting from the recalculation of an advertiser's rate after failing to fulfill contract stipulation.
- Sky Bus: A banner ad in dailies that is immediately below the masthead.
- Staggered schedule: Several advertisements scheduled in two or more publications, arranged so that the dates of insertion are altered or rotated.
- Strip Scheduling: A program scheduled at the same time each day, typically Monday- Friday.
- Syndicated Program: A method of placing a TV or radio program on a market-by-market basis as opposed to the line interconnected network system of program transmission.
- Solus Ad: A single stand-alone ad on one particular page of a newspaper or a magazine.
- SEC – Socio-economic Classification. A cross tab between occupation and education of the CWE of the household.
- Shelf Talkers: Printed card or other sign attached to a shelf of store to grab customers' attention to a particular product displayed in that shelf or any other product in general. Also called shelf screamer.



- Tabloid: Newspaper with a page size that is roughly half that of a broadsheet or standard newspaper.
- Teaser: an ad which is a precursor to the main campaign, used to pique curiosity and arouse interest.
- Telemarketing: use of telephone as a medium to sell, promote or take order for goods and service.
- Target Audience: The desired or intended audience for advertising as described or determined by the advertiser. Usually defined in terms of specific demographic (age, sex, income, etc.), purchase, or ownership characteristics.
- Tear sheets: Actual pages of advertising as they appear in an issue of any publication, used to serve as proofs of insertion.
- TAM: Television Audience Measurement
- Tracking count: Research studies conducted at periodic interval to estimate the effect of advertising on awareness, recall and attitude.
- Traffic count: A count of the traffic passing an outdoor site. Used for reach estimation.
- Up-front Buys: The purchasing of boardcast or print advertising early in the buying.
- Unaided recall: Awareness measure to understand percentage of TG base which remembers the brand or advertising without being through any other.
- Unique cover: a media vehicle which necessarily has to be used to reach out to a certain section of the TG, which cannot be reached through any other.
- Unique Visitor: A unique visitor is the one who has visited the same web site more than once during the month during different sessions.
- Weight: a measure of the strength of ads exposures, used to benchmark against.
- Zapping: Using a remote control device to change television channels. The technique is usually applied to commercial avoidance.
- Zipping: Using a remote control device to skip ahead of any portion of a VCR programme.