

Paid Advertising Glossary Of Terms

Terms	Definition																		
Advertising	The airing of campaign messages, or advertisements, by purchasing space in media outlets.																		
Bonus/Value-Add	Additional air time or “free” placements that a media outlet will give an organization as a result of negotiation on the paid advertising.																		
Click-Through	The process of clicking on an online advertisement, which then takes you through to the advertiser’s destination, usually a Web site or landing page.																		
Click-Through Rate (CTR)	The average number of click-throughs per hundred ad impressions, expressed as a percentage.																		
Cost Per Point (CPP)	The cost to reach 1 percent (or one rating point) of the individuals in a specific market. The cost per point varies by market size, demand, and advertising content. Cost Per Point = Schedule Cost / Number of Gross Rating Points																		
Day Part	The time of day when a television or radio ad airs. <table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">Television</th> <th style="text-align: left;">Radio</th> </tr> </thead> <tbody> <tr> <td>EM: Early Morning 5 a.m.–9 a.m.</td> <td>PA: Prime Access 7 p.m.–8 p.m.</td> </tr> <tr> <td>DT: Daytime 9 a.m.–3 p.m.</td> <td>PT: Primetime 8 p.m.–11 p.m.</td> </tr> <tr> <td>EF: Early Fringe 3 p.m.–5 p.m.</td> <td>LN: Late News 11 p.m.–11:30 p.m.</td> </tr> <tr> <td>EN: Early News 5 p.m.–7 p.m.</td> <td>LF: Late Fringe 11:30 p.m.–2 a.m.</td> </tr> <tr> <td></td> <td>AM Drive: 5 a.m.–10 a.m.</td> </tr> <tr> <td></td> <td>Midday: 10 a.m.–3 p.m.</td> </tr> <tr> <td></td> <td>PM Drive: 3 p.m.–7 p.m.</td> </tr> <tr> <td></td> <td>Evenings: 7 p.m.–12 a.m.</td> </tr> </tbody> </table>	Television	Radio	EM: Early Morning 5 a.m.–9 a.m.	PA: Prime Access 7 p.m.–8 p.m.	DT: Daytime 9 a.m.–3 p.m.	PT: Primetime 8 p.m.–11 p.m.	EF: Early Fringe 3 p.m.–5 p.m.	LN: Late News 11 p.m.–11:30 p.m.	EN: Early News 5 p.m.–7 p.m.	LF: Late Fringe 11:30 p.m.–2 a.m.		AM Drive: 5 a.m.–10 a.m.		Midday: 10 a.m.–3 p.m.		PM Drive: 3 p.m.–7 p.m.		Evenings: 7 p.m.–12 a.m.
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Designated Media Market (DMA)	The Nielsen-designated geographic area that is covered by market-specific television stations. Currently there are 210 markets.																		
“Earned” or “Free” Media	Exposure obtained from a medium as a result of your publicity and lobbying.																		
Flight Date	The start and end dates of your advertising schedule. Typically, television and radio are purchased on a weekly basis.																		
Frequency	The potential number of times individuals are exposed to an advertising schedule over a given period of time.																		
Impressions	(Typically used with online advertising.) The number of times your ad will be seen over the course of the campaign (number of times displayed X number of viewers). If you purchase 500,000 impressions, the ad will be seen 500,000 times over the course of the advertising period.																		
Gross Rating Points (GRP)	The sum of all ratings. The total ratings of all programs purchased during a given period of time, which come in multiples of 100 (e.g., 100, 500, 1,000). For example, if an organization purchases advertising at 600 GRPs, the average viewer will see the ad 6 times. Gross Rating Points vary by market size and viewing habits, demographic data (such as age and gender), and timing.																		
Matching Spots	During negotiations, outlets frequently offer discounts in the form of free placements. For example, for every two spots an organization purchases, the media outlet may offer to air, or match, one spot for free.																		
Proof	A hard copy of a print ad that you review to be sure that the text is correct and the layout and colors are consistent with the electronic version of the print advertisement.																		
Public Service Announcement (PSA)	A public service message that a media outlet airs free of charge as part of its community service mission. The messages provide information that could significantly affect people’s lives in a positive way.																		
Ratings	The percentage of individuals or audience watching a program in a particular market. For example, a 15-rating = 15 percent of the audience. Ratings vary depending on the age and gender that are being measured.																		
Reach	The percentage of different individuals exposed to a media schedule during a given period of time.																		
Sweep Period	Referring to television networks, the months of November and May. Viewer ratings are compiled then, so these are times when networks typically schedule their best programs and run never-before-seen episodes of popular shows, which bring in more viewers.																		
Tear Sheet	A copy of the ad that ran in the publication, from every publication in which print ads are placed.																		
Traffic	Rotation of spots during a specific media flight.																		