

Glossary of Media Terms

Advertiser's Copy: courtesy checking copy sent free to advertiser by publisher and reported in audit to arrive at a total distribution.

American Association of Advertising Agencies (AAAA): a national association of advertising agencies which promotes and furthers the interests of advertising agencies by increasing their usefulness to advertisers, the media and the public.

Association of Business Publishers: an association of publishers of specialized business publications. It is a source of industry information, produces promotion material concerning business publications, conducts meetings and seminars.

Audience, Pass-Along: individuals other than addressees who are exposed to some part of the content of a publication.

Audience, Primary: individuals for whom a magazine is edited and who are exposed to some part of the content, and who receive it first in order of time.

Audit: a formal unbiased check particularly of circulation of advertising media such as by the Audit Bureau of Circulations or Business Publications Audit.

Audit Bureau of Circulations (ABC): an independent, non-profit organization of advertisers, agencies, and the publishers which provides verified audits or the circulations of business publications, general magazines and newspapers.

Audit Report: annual official findings of an audit bureau as a result of its examination of a medium's records.

Average Net Paid: average paid circulation per issue arrived at by dividing total circulation of all issues during audit period by number of issues for the audit period.

Average Paid: average circulation, qualified as paid circulation, of all the issues arrived at by dividing the total of all the paid copies during the period by the total number of issues.

Backbone: edge of magazine, catalog, booklet, brochure or book where pages are secured (bound) and where title may be printed (spine).

Bi-Weekly: publication issued every two weeks.

Bleed: 1. page, illustration or advertisement with inked impression to the trimmed edges; no margin on one or more sides; advertising rate for bleed page is higher than for type page. 2. area on printing plates which extends beyond margin of final trimmed sheet.

Bleed Plate Size: mechanical requirement for dimensions of printing plate for bleed page considerably larger than trim size and usually larger than overall paper size of page by 1/8-inch top, bottom and outside margins to permit trim on those three sides; specified on rate card and in SRDS listing.

Breakdown: the division of circulation as to types of business or industry reached, the functions or titles of recipients, and/or their demographic characteristics or geographical location.

Bulk-Mailing: third-class postal handling of not less than 200 pieces (copies of a publication, for example weighing 20 lbs. or more under a permit or with pre-canceled stamps) if delivered to post office in bundles sorted by states and cities of address and tied with string.

Bulk Sales: 1. definitions applicable to Audit Bureau of Circulations: all copies or subscriptions purchased in quantities of five or more which promote the business or professional interest of the purchaser; single copy sales in bulk-sales of copies of a single issue of a publication in quantities of five or more to one purchaser; term subscriptions in bulk-subscriptions for two or more consecutive issues of a publication sold in quantities of five or more to one purchaser. 2. definition applicable to Business Publications Audit of Circulation: two or more copies of publication (whether or not individually wrapped or addressed) sent to a single addressee.

Business Press: publications, advertising media, addressed to those in trade (merchandising trade papers), in production (industrial and vertical papers), in professions (professional), in executive or managerial positions (executive, horizontal) and in hotels, schools, hospitals, etc. (institutional).

Business Publication: a business publication is one dealing with management, manufacturing, sales or operation of industries or businesses, or some specific industry, occupation or professions, and which is published to interest and assist persons actively engaged in the field it covers.

Business Publications Audit of Circulation (BPA): an independent, non-profit organization of advertisers, agencies, and publishers which provides verified audits of circulation, primarily of business publications but also trade shows.

Buyer's Guide: an issue of a publication or an independent publication which lists for a single field manufacturers and suppliers by product, trade names and other information for the field; carrier advertising.

Cash Discount: reduction in cost of advertising space or time for cash payment, usually 2% of the net cost.

Center Spread: the two facing center pages of a publication; there is a continuous gutter in the center spread.

Charter Subscription: sale of periodical to a purchaser when publication is started or on special terms with guarantee that subscription price will not be increased provided he/she renews regularly at expiration.

Checking: process of recording and verifying actual appearance, reproduction and position of advertisement in magazine, newspaper, publication or use on radio stations, television stations, billboards, etc.

Checking Copy: copy of a publication sent to an advertiser or agency for verifications of insertion.

Circulation: number of copies issued of an advertising medium in print; by extension, the audience reached by other advertising media, outdoor posters, radio and television programs.

Circulation, Controlled: a term formerly used to describe the distribution of copies free of charge, but in accordance with preconceived pattern of the recipients' eligibility.

Circulation, Non-Paid: that circulation which meets the requirements of qualified circulation and which is sent free of charge to the recipients in the field served.

Circulation, Paid: copies of publications which have been paid for by the purchasers, not for resale, and are sent to the field served.

Circulation, Qualified: that circulation paid or non-paid, sent to the field served, for which the mailing address, conformance to the field served, recipient qualification, and the correct business and/or occupational classifications are verified by auditable documentary evidence dated within 36 months. Qualified recipients must receive every issue of the publication, subject to normal removals and additions.

Classified Advertising: help wanted, positions wanted and other categories of advertisements appearing under distinctive headings, usually with special rates for insertion and usually in uniform and specified type of a single size and usually no display (if set in display, called display classified); most classified is not mass product promotion but applies to service or the sale of a single item.

Close: end of a time period (closing date or hour) in which an advertisement must be received for a certain issue; deadline.

Commission: remuneration to a salesman or agent, usually in the form of a percentage allowance out of the returns from a transaction; in advertising, the agency commission allowed by the owner of the advertising medium used.

Comparability: programs established to define, in each of the markets served by publication members, the terminology used by publishers to report their description of the market, its recipients and their coverage of them. This is done market-by-market on a voluntary basis with the publishers in open meetings with interested advertisers and advertising agencies.

Complimentary Copy: unpaid distribution, courtesy copy sent to advertisers, advertising agencies and prospects.

Controlled Sampling: any method of selecting a research sample, not dependent on the judgment or convenience of the investigator, but proportioned in any ratio to the parts of a whole population.

Cost-per-Thousand: total cost divided by the number of thousands in the circulation or market.

Duplication: that part of the circulation or audience of two advertising media that is served or reached twice by the same publication or advertisement.

Earned Rate: cost of advertising based on advertiser's actual volume and frequency (where these affect the rate) during a contract rate specified in the original agreement.

Edition: that portion of the total distribution of an issue of a periodical, which is unchanged, except for replate or split-run.

Editorial: 1. the non-advertising part of a publication. 2. article expressing the policy of the publication or the view of the editor.

Exchange Copy: complimentary copy sent to other publishers in return for receipt of copy of their publication.

Four-Color Process: technique for reproducing color illustrations by a set of four process plates (one of which prints all the yellows, another the blues, a third the reds, the fourth the blacks, not necessarily in that order).

Frequency: number of advertising insertions (or broadcast programs) bought during a set period (usually a year), sometimes a basis for reduced rates, frequency discounts or the frequency in the issuance of a publication.

Full Position: preferred position location of an advertisement generally following and next to reading matter, or top of column next to reading matter; when specifically ordered, it costs more than run-of-paper advertising.

Gate-Fold: a 4-page sheet, creased and folded approximately half-way of its width so as to bind one end and to open (like a gate) to double-page size, avoiding the loss of space in the gutter of a two-page spread.

Group Discount: lower advertising rate to advertiser in a group of publications.

Group Subscriptions: subscriptions purchased in quantities of five or more, paid for by an employer for his/her employees and mailed by the publisher to individual recipients.

Half-Page Island Position: preferred position (not always sold) for advertisement with no other advertisement adjacent on other half of page; often no other ad on same page; on 3-column page usually 2 columns wide and three-fourths of page in depth.

House Organ: a publication issued periodically by a business concern to further its own interest among its employees and its salespeople (internal) or among outlets, suppliers and the public (external) and sometimes among all these classes; also called company magazine or company newspaper.

I.B.C.: inside back cover (also called third cover).

I.F.C.: inside front cover (also called second cover).

Independent Field Report: reports obtained by independent field service organizations under contract to a publisher.

Indicia: a page in a publication which contains name of publication, date of issue, frequency, serial number, publication office, subscription price and notice of entry to appear within first five pages of issue. 2. markings on bulk mail that take the place of postage stamps, cancellation and postmarks.

Initial Audit Report: the first audit made for a publication, may be for any consecutive six-month period.

Insert: 1. in letters or packages, an enclosure with information on the product and its uses or an advertising message. 2. in periodicals, a page or pages, printed completely or partially by the advertiser, or for him, and forwarded to the publisher, who binds it up in the publication; usually in colors and on heavier stock than the periodical. 3. an extra negative put in some area of the main negative before printing and

etching the plate. 4. new copy to be incorporated in a story or other editorial matter.

Insertion Order: formal instruction from advertiser or advertising agency for medium owner (publisher) to run a specified advertisement at a certain time; such an order is under a contract for that (and other) space.

Island Position: advertising location on page where it is completely surrounded by non-advertising matter, that is by editorial text, editorial illustration and/or margins and gutter.

Issue: all the copies of a newspaper, magazine or publication distributed at the same time and with the same data (date of issue).

Lineage: the number of agate lines of space occupied by one advertisement or a series of advertisements, or the total volume, measured in the same way, used by an advertiser, a group of advertisers, etc., or contained in a medium.

Logotype or Logo: two or more letters or a whole word or distinctive setting of a name, cast as a single piece of metal; a standardized pattern as for the advertiser's name or trademark.

Magazine: a periodical, usually bound, generally published monthly or more frequently.

Mail Subscription, Individual: subclassification under the head paid circulation, defined as a subscription served by mail and qualifying as paid, distinguished from net single copy sales and mail subscription special.

Mail Subscription, Special: subclassification under the head paid circulation, defined as copies served on a subscription sold to business concerns in quantities of 5 or more on business publications, 11 or more on general magazines; at basic subscription price for employees and branch offices, mailed by publisher to individual names and addresses furnished by purchasers.

Mail-Order Selling: technique of marketing in which sales are made without use of personal solicitation or of retail outlets but entirely by advertising, mail follow-up and orders sent in by mail.

Market Analysis or Market Survey: that branch of commercial research that measures and evaluates the possible or actual sales of a product; distinguished from marketing analysis or marketing research, the study of methods of selling and promoting the product.

Masthead: a summary of a publication's identification and ownership, usually appearing on page carrying table of contents.

Mechanical: assembly (paste-up) of the elements of an ad on layout paper or board to indicate position and size from reproduction.

Mechanical Requirements: heading on rate cards under which appear the publication's specifications about plate sizes, number and width of columns, screen of halftones, etc.

Media Survey: a survey to measure the penetration of a particular medium into one or several markets.

Merchandising: 1. buying and selling goods and all their functions; sometimes excluding advertising and salesmanship; adjusting purchases to sales possibilities; product planning for profitable distribution. 2. any activity that makes advertising or other promotion more effective, especially by calling it to the attention of influences that might otherwise overlook it as by means of preprints or reprints of ads, enlargements for point-of-sales material, furnishing lists of dealers, etc.

Merchandising Service: any publication service that increases the effectiveness of advertising by translating it into advantages for dealers, retailers, and salespeople and by projecting the advertiser's message beyond the publication's usual circulative channels, includes use of advertising in point-of-sales displays, direct mail, etc.

Month Preceding: in specifying closing dates for advertisements, the month before publication date of the magazine or publication.

Negative: photographic film with image reversed (mirror-wise, left for right, type matter reading backward) and black for white, white for black, source of the positive, final picture.

Net: the amount paid to the advertising medium by the advertising agency after deducting the agency commission.

Net Paid Circulation: classification of audit consisting of average number of mail subscriptions paid by purchasers and not for resale (with arrears included or not as publisher elects) plus net single copy sales.

Net Single Copy Sale: sale of a publication through any retail outlet, including newsstands but excluding mail, with the returns deducted.

Non-Qualified Distribution: that circulation which

doesn't conform to the field served and definition of recipient qualification.

Official Organ: periodical owned by an association or group which is organized for other purposes than publishing the periodical and which makes the periodical its appointed mouthpiece.

One-Time Rate: advertising charge for a single insertion, or for any amount of space and any number of insertions if the paper has a flat rate; a rate subject to no discounts.

Open Rate: the basic rate for advertising, same as one-time.

Paid Subscriber: purchaser of publication of a term contract whose subscription qualifies as paid circulation in accordance with established rules.

Paid-On-Delivery Subscription: term subscription, the price for each issue of which is collected when it is delivered or, in case an advance payment is made with order, the prorated balance is collected at time of delivery of each issue.

Pass-Along Circulation: copies of a publication that come to the attention of others than the subscriber, since he/she makes them available to some non-subscribers.

Perfect Binding: method that produces flat opening, as in telephone directories; distinguished from side (saddle) stitching.

Positive: 1. film made from a negative that reproduces light and shade as in the original subject and can be used for projection. 2. generally, not reversed (see negative); a mat, or matrix is positive, a stereo is negative.

Preferred Position: specified extra-price of choice advertising location.

Premium Position: special preferred advertising position generally sold at a higher rate than run-of-paper.

Pre-Print: a printing of an advertisement before its actual magazine or newspaper publication to give it earlier publicity; especially to inform distributors of the coming campaign.

Promotion Copies: copies sent to prospective advertisers and their agencies.

Publisher's Interim Statement: certified circulation and distribution statement of publisher made at the publisher's option for a period other than that of a

regular six months' Publisher's Statement and issued unaudited, but subject to audit; not applicable to BPA.

Publisher's Statement: certified statement of circulation and distribution data for a six-month period made by a publisher and issued unaudited, but subject to audit.

Qualified Recipients: recipients who receive every issue of the publication and who meet the publisher's definition of recipient qualification within a field served.

Quantity Discount: price allowance for volume purchase (especially of advertising) at one time or within a specified period of time.

R.O.P.: run-of-paper position; any location or position in a publication convenient to publisher; distinguished from specific preferred position.

Rate Card: card or folder giving space or time rates of an advertising medium and data on mechanical requirements and closing dates issued by the owner of the medium; all rate cards are summarized in SRDS.

Readership: 1. ratio of those actually reading it to the total circulation of a medium or to the estimated number who see the medium; where the ratio is 2 to 1 or more, that is multiple or pass-along readership. 2. varying degree in which parts of an advertising medium (editorial or advertising) are read.

Readership Survey: an investigation of the degree to which a publication or some part of it, especially the advertising in general or a particular advertisement, is read.

Rebate: 1. refund of advertising payment when less space is used than originally charged for. 2. refund, as of advertising payment, because of error or reduced circulation.

Removals: names of individuals or companies removed from the mailing list of a publication.

Renewals: a subscription which has been renewed prior to or at expiration or within six months there after.

Saddle Stitching: stapling pages, sections, or signatures together with wire from the outside fold along the fold to the center spread; distinguished from side stitching.

Screen: the unit of measurement for fineness of a halftone according to the number of cross-ruled lines to an inch; 50-65 screen, coarse, for newspaper reproduction; 120-133 screen, fine, for periodicals.

Screen Density: degree of fineness or coarseness of the halftone screen; also called screen percentage.

Separation, Color: isolation on separate negatives by the use of color filters (or by applying acid-resisting paint to the plate) of the parts of an illustration to be printed in each different color.

Separation, Negative: negative obtained by separating color copy into its basic colors by means of filters.

Serif: the fine line or stroke crossing or projecting from the tip of type characters in certain faces; faces without these adjuncts are called sans-serif or sanserif (without serifs).

Short Rate: adjusted basis for advertising cost when advertiser uses in a contract period less space or time than he contracted for and if the rate is not flat but permits discounts (lower rates) for frequency or total volume.

Split Run: two or more advertisements of same product or service inserted, in equal numbers, in the same issue or run of a newspaper or magazine, usually in equal space and position; used to test copy by removing all variables except the copy to be tested; may be used to test factors other than copy.

Sponsored Subscriptions: subscriptions obtained through cooperation between publisher and an organized local civic or charitable organization, members of schools, churches, fraternal or similar organizations, publisher donating a percentage of the subscription price to the organization involved.

Spread: an advertisement designed to occupy two facing pages as a single unit of space (also known as a "double spread" or "double truck"); two pages printed from a single plate, without separation by a gutter (inside margins), there is thus actually only one spread (the center spread) in saddle stitched publications; also describes advertisements designed to employ the gutter space, although they may not be printed from the same plate; when two pages are used employing the gutter space, the advertisement is described as two pages facing.

Standard Industrial Classification: numerical coding system developed by the Bureau of Budget used in the classification of business establishments according to the principal end-product manufactured or service performed at that location.

Starch Rating: magazine and newspaper advertisement readership rating for noted, seen-associated and read most; made by Daniel Starch & Staff.

Statement: summary of circulation data made by

publication owner; not audited and distinguished from the report audited by the Audit Bureau of Circulations or Business Publications Audit or Verified Audit Circulation.

T.F.: 1. till forbid; instructions to run an advertisement until notice is given to stop. 2. to fill; instructions to set copy submitted in size of type to fill space indicated in layout. 3. to follow; instruction that copy is still to come.

Tabloid: format of newspaper or business paper, smaller than regular newspaper, usually type size page 14-1/4 inches (200 lines) deep, 5 columns (10-1/4 inches) wide.

Tear Sheets: pages upon which an advertisement appears, torn or cut out of publications, used to serve as proofs of insertion, for study of advertisements, etc.

Tell-All Copy: advertising technique that gives all operational data and information necessary for making a decision to purchase, used especially in business paper advertising.

Territorial Distribution: break-down of circulation required for all U.S. business publications and of Canadian business publications with 35,000 or more U.S. circulation; a breakdown by Canadian provinces is also required for all Canadian business publications and for U.S. business publications with 35,000 or more Canadian circulation.

Time Discount: discount given to an advertiser for the frequency or regularity with which he/she inserts advertisements in a publication; compare quantity discount.

Tip-In: an insert or single sheet fastened by a hinge instead of a wraparound in a bound book or periodical; a page fastened in a book, periodical, or brochure by a thin strip of paste on the inside edge of the separately produced page.

Total Paid: total of all classes of a publication's distribution for which the purchasers have paid in accordance with the standards set by the rules.

Total Net Paid: total of all classes of a publication's circulation for which the ultimate purchasers have paid in accordance with the standards set by the rules; includes single copy sales, mail subscriptions and specials; reported "including bulk" and excluding "bulk."

Trade Publication: serving a specifically definable industrial, business, service or professional audience.

Two-Pages Facing: two advertising pages opposite one another without printing in the gutter space

between them.

Two-Color Process: reproduction process from two plates printed in contrasting colors giving a full-color effect.

Unit Audit: an audited report attesting to the accuracy and validity of the number of units, plants or establishments a publication is serving.

Unpaid Copies: circulation or distribution that is either entirely free or at a price inadequate to qualify them as paid in accordance with established rules.

Unpaid Distribution: a term used in the ABC report; reported by averages for the six-month period covered by that report. It is broken into four categories; rotated or occasional; allocated for shows and conventions; checking and promotional copies for advertisers and ad agencies; and miscellaneous, including staff copies.