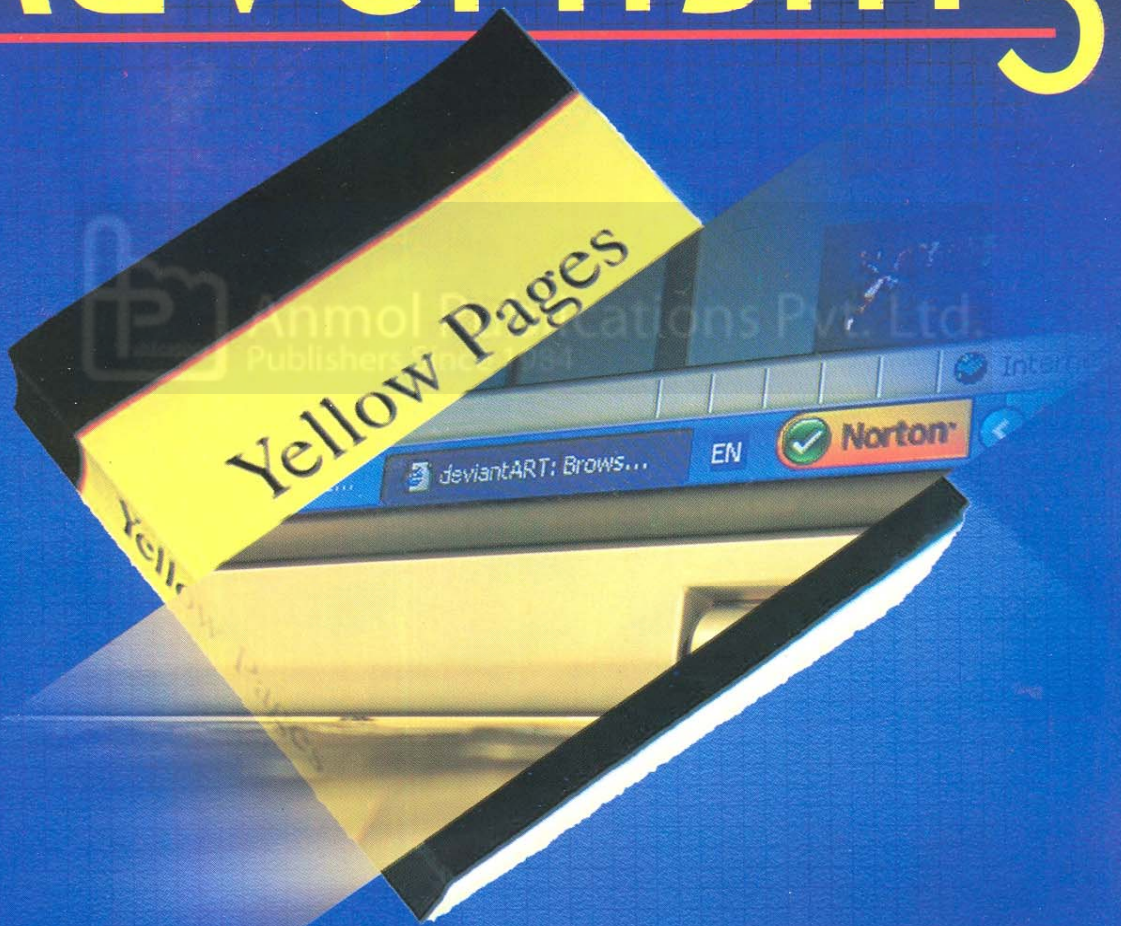


ENCYCLOPAEDIA OF

# Advertising



**BHOOMIKA BAGGA**



ENCYCLOPAEDIA OF  
**ADVERTISING**

Advertising Age, Inc. Ltd.  
Publishers since 1904

# Preface

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The aim of this encyclopaedia is to give definitions and details of terms that are of importance in advertising. Encyclopaedia of Advertising is intended especially for all those persons related to the field of advertising and linked fields. An essential tool for students, undergraduates and students of related disciplines, this dictionary offers clear explanations of concepts and processes, and the broadest coverage of the subject, covering all aspects of advertising. This will be an indispensable reference aid for professionals in the field, hobbyists, students, or anyone interested in advertising. Completely updated, this volume contains over 20,000 terms, phrases, acronyms, and abbreviations from the ever-expanding worlds of Advertising. Specially covered is the field of electronic and internet advertising. From the basic elements of theory to the most cutting-edge technology, all is explained in this book.

Further to serve the needs of the teacher, student and worker in the field of advertising, as well as in related fields, a considerable number of terms have been included from the subject-areas bordering on advertising, such as internet advertising, electronic advertising, modern trends, innovations, etc. The objective of editors and contributors has been the more modest one of providing a book useful as a general reference in advertising, helpful even to the specialist in regions outside of his domain of specialized knowledge.

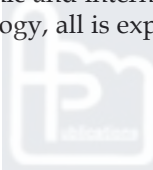
The aim of this volume is to provide a concise repository of number of major concepts in this field. In preparation of this book, the author has freely consulted large number of books and journals so no authenticity is claimed. Author is especially thankful to M/S Anmol Publications for shaping this book in its final form. Suggestions for further improvement of this book are not only welcome but also greatly appreciated.

Author

## About the Book

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## About the Author

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Bhoomika Bagga was born in 1967; she completed her graduation from Pune University. After that she did P.G Diploma in journalism from K. J. Somaiya Institute of Journalism and Mass Communication, Mumbai. Presently she is working as a freelance journalist.

**Bhoomika Bagga**







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**A/B copy** Facility offered by certain national newspapers whereby different advertisements are printed in alternate issues of the paper. Often used to test the effectiveness of different creative approaches, egs couponed versus non-couponed, different headlines, etc. Typically incurs a 10% rate premium.

**A/E** An account executive (A/E) is an advertising agency employee assigned to a client and responsible for overseeing the services provided to the client.

**AAA (American academy of advertising)**  
An association of educators, students and former educators in advertising in USA.

**Abandon** When a user leaves a shopping cart with something in it prior to completing the transaction.

**Abandonment** As in the phrase “call abandonment.” This refers to people who, being placed on hold in an incoming call, elect to hang up (“abandon”) the call. Call centers monitor closely the “abandonment rate” as a measure of their inefficiency.

**ABC (audit bureau of circulation)** An organization supported by publishers,

advertisers, and their agencies to certify circulation statements of magazines and newspapers. .

**ABC report (audit bureau of circulations report)** A full audit report is done annually for the period ending March 31, while compilations of publisher’s statements from March and September are published twice a year.

**Abort** When a Web server does not successfully transfer a unit of content or ad to a browser. This is usually caused by a user hitting the stop button, the ESC key, or clicking on another link prior to the completion of a download.

**About.com** Formerly known as The Mining Company. It is a guide based information portal. About.com is a net of sites on subjects that relies on paid experts to comprise a particular subject by and building an online community related to their topic. The topic sites, which are divided into channels, cover subjects from home repair to pediatrics. Much of the information is original content written by the Guides, and can take the form of articles, online courses, interactive quizzes, and so forth. The topic-sites

consist of mostly original content, with selected links to external content deemed to have good quality by the Guides. There are also detailed articles or commentaries written by the Guides on a set interval. Some sites have dictionaries and how-to lessons. Each topic-site has at least one forum, provided at the Advanced level, for registered users. Site visitors may subscribe to free email newsletters for each site. Some Guides participate daily at the forum, and some offer a chat room.

About.com was at first wae started as The Mining Company in 1997 by Scott Kurnit and a group of other entrepreneurs in New York City. The company changed its name to About, Inc. in 1999 and was acquired by PRIMEDIA in 2000. In February 2005, the New York Times Company announced that it was buying About.com, a purchase that was completed in the first half of the year for \$410 million in cash.

**Above the fold** Any area of a web page that is viewable without the viewer having to use the vertical scroll bar. Ad space in this area is usually more expensive since it is more likely to be viewed by the visitor. In the context of banner ad placement, above the fold generally refers to a banner placement on a web page that can be viewed without scrolling either horizontally or vertically. Most online ad networks define suitable above the fold placement as within 500 or 600 pixels of the top of the page.

**Absolute costs** The actual total cost of placing an ad in particular media vehicle.

**Acceptor** One of the most advanced and popular ad management software systems used on the Web.

**Accordian insert** An ad inserted in a magazine, folded with an accordian-style fold.

**Account** A term commonly used within the advertising business to refer to the corporate entity employing an advertising agency. MJM's account roster includes a wide variety of businesses and service organizations.

**Account coordinator** The advertising agency employee responsible for much of the day-to-day business of servicing an account. Motto Advertising takes pride in the expertise and dedication of our account coordinators, who assist account executives and oversee traffic, production and media scheduling within the agency.

**Account executive (A/E)** The agency employee responsible for a client's marketing and administrative efforts. At Motto Advertising, account executives deal directly with the client, vendors and the media. Our AE's are all highly experienced and have more autonomy than at most other agencies.

**Accumulation** An audience-counting method, where each person exposed to a specific vehicle is counted once within a certain time period.

**ACD (automatic call distributor)** A complex machine used in modern call centers for incoming calls. It routes calls to available agents, holds overflow calls, gives and takes messages, provides reports. A must for modern database marketing.

**Acetate** Transparent plastic sheet frequently used for overlays in ad layouts.

**Acquisition** Having the visitor commits a desirable action after clicking on the banner ad.

- Acquisition cost** The cost to an advertiser to gain a new customer. Advertisers take into consideration the amount of revenue potential from a potential customer over a life time in order to determine the maximum acquisition cost.
- Action cards** A mail-order device in which a set of postcards with order forms and return addresses for a variety of products and companies is wrapped in plastic and sent to demographically and/or psychographically selected potential customers.
- Action oriented** A television programming type designed to attract younger male audiences. Police and adventure stories, such as Adam 12 or Hawaii 5-0, are examples of the genre.
- Activity audit** Independent verification of measured activity for a specified time period. Some of the key metrics validated are ad impressions, page impressions, clicks, total visits and unique users. An activity audit results in a report verifying the metrics. Formerly known as a count audit.
- Ad** Any content on a Web site that intends to act as a commercial device to carry a message or attract a user. This typically takes the form of an image or a text message, but may also be a Java applet or Shockwave program.
- Ad audience** The number of unique users exposed to an ad within a specified time period.
- Ad banner** A graphic image or other media object used as an advertisement.
- Ad blocker** Software on a user's browser which prevents advertisements from being displayed.
- Ad broker** Someone who does nothing but sell advertisements for websites.
- Ad a card** A perforated, tear-off coupon attached to ads in Sunday comics and supplements.
- Ad campaign audit** An activity audit for a specific ad campaign.
- Ad centric measurement** Audience measurement derived from a third-party ad server's own server logs.
- Ad click** A measurement of the user-initiated action of responding to (such as clicking on) an ad element causing a redirect to another Web location or another frame or page within the advertisement. There are three types of ad clicks: (1) click-throughs;
- (2) in-unit clicks; and
- (3) mouseovers. Ad click-throughs should be tracked and reported as a 302 redirect at the ad server and should filter out robotic activity.
- Ad click rate** Sometimes referred to as "click-through," this is the percentage of ad views that resulted in an ad click.
- Ad click through rate** Ad click throughs as a percentage of the number of impressions served. Click-through is not always the best measurement of campaign effectiveness. It depends on objectives. If you are simply trying to drive traffic, the click-through is great. If you are trying to gather leads, the best measurement is the number of people who clicked through and filled out a lead form. 3% click-through and 80% lead fulfillment is better than 10% click-through and 20% fulfillment.



**Ad copy** The words (printed or spoken) contained in an advertisement.

**Ad count** A means of quantitative measurement for a banner advertisement. Some common methods banner can be counted are by the number of impressions or clicks.

**Ad display/ad delivered** When an ad is successfully displayed on the user's computer screen.

**Ad download** When an ad is downloaded by a server to a user's browser. Ads can be requested, but aborted or abandoned before actually being downloaded to the browser, and hence there would be no opportunity to see the ad by the user.

**Ad flag** A banner that contains a text headline, or text lines of words.

**Ad flight** In the context of online advertising, an ad flight refers to the run of a single advertisement or group of advertisements from start to finish.

**Ad hoc report** A reporting method which permits you to ask questions.

**Ad impression** (1) An ad which is served to a user's browser. Ads can be requested by the user's browser (referred to as pulled ads) or they can be pushed, such as e-mailed ads;

(2) A measurement of responses from an ad delivery system to an ad request from the user's browser, which is filtered from robotic activity and is recorded at a point as late as possible in the process of delivery of the creative material to the user's browser – therefore closest to the actual opportunity to see by the user. Two methods are used to deliver ad content to

the user - a) server-initiated and b) client-initiated. Server-initiated ad counting uses the publisher's Web content server for making requests, formatting and re-directing content. Client-initiated ad counting relies on the user's browser to perform these activities. For organizations that use a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher's ad server or the Web content server. For organizations using a client-initiated ad counting method, counting should occur at the publisher's ad server or third-party ad server, subsequent to the ad request, or later, in the process.

**Ad impression ratio** Click-throughs divided by ad impressions.

**Ad insertion** When an ad is inserted in a document and recorded by the ad

**Ad inventory** The number of ads a website or publication can sell in a given period.

**Ad materials** The creative artwork, copy, active URLs and active target sites which are due to the seller prior to the initiation of the ad campaign.

**Ad network** Ad networks (advertising network, banner network, online ad network) are advertising companies which administer ad sales, billing, serving and collection for web sites. Ad networks often aggregate sites into specific categories or demographic groups, then sell ad inventory to advertisers either to specific sites within the networks, specific categories or demographics, or via run of network buys which target sites within the network. Ad networks can sell ad inventory on CPM, CPC, CPA and other revenue models.

**Ad product** A specific advertising opportunity on a web site. Examples of ad products are banners, transition ads, column ads, tickers and more.

**Ad recall** A measure of advertising effectiveness in which a sample of respondents are exposed to an ad and then at a later point in time are asked if they recall the ad. Ad recall can be on an aided or unaided basis. Aided ad recall is when the respondent is told the name of the brand or category being advertised.

**Ad requests (ad impressions)** The request for an advertisement as a direct result of a user's action as recorded by the ad server. Ad requests can come directly from the user's browser or from an intermediate Internet resource, such as a Web content server.

**Ad rotation** Different ads and different ad sources are often rotated in the same space on a webpage. Ad rotation is static (one ad per page view). This is usually done automatically by software on our website and delivers advertisements randomly and in close proximity to your desired frequency or weighting.

**Ad server** A third-party system composed of powerful server hardware, ad serving software, and a powerful internet connection, used by advertisers and web publishers for rapid and reliable display of online advertisements. An important component of ad servers is independent tracking of ad display and click information. Many ad networks, offer separately licensed versions of their own ad servers which may be used by web publishers who manage some or all of their own advertising sales rather than outsourcing to ad networks.

**Ad serving** Ad serving describes the technology and service that places advertisements on web sites. Ad serving technology companies provide software to web sites and advertisers to serve ads, count them, choose the ads that will make the web site or advertiser most money, and monitor progress of different advertising campaigns.

Two types of internet companies use ad serving: web sites and advertisers. For a web site, the ad server needs to look through all the ads available to serve to a user who is on a page, and choose the one that will make the web site the most money, but still conform to the rules that the advertiser and web site have agreed. For example if a web site has 10 different advertisers that have paid for a big square ad, the ad server must decide which one to serve (or display). One advertiser may have only agreed to pay for ads from 9am - 5pm. If it is after 5pm, then the Ad Server must not serve that one. Another advertiser may only have paid to show one ad to each user per day. The ad server must therefore see if a user has seen that ad before, on that day and not serve it again if the user has seen it. Another advertiser may have agreed a high price, but only if the person watching the page is in the United States. In that case, the Ad Server needs to check the IP address to determine if the user is in the US and then decide which is the highest paying ad for that user, in the US, at that time, given what that user has seen in the past.

For an advertiser the ad server needs to try to serve the ad that is most likely to result in a sale of the product advertised. For example if a user is viewing a page,

the advertiser's ad server needs to decide from previous history, what ad that user is most likely to click on and then buy the product advertised. If the user is on a technology page, then the ad server may know that on technology types of pages, the ad that works best is a blue one with mostly text and pricing and numbers, not the green ad with a picture of a model and little text. The ad server will therefore serve this ad, to try and get the highest probability of a sale from the ad.

Ad Serving is most complex when it is used by an Advertising Network. An advertising network buys ads from many web sites and therefore acts like an advertiser user of Ad Serving. When the network buys ads, it tries to place ads on sites where they work best. However an ad network then sells its aggregated ad inventory to advertisers. When doing this, it uses its Ad Serving software as a web site does. In this case it tries to make the most money by only running the ads from advertisers that pay most.

**Ad space** The space on a web page reserved for the displaying of advertisements. Typically at the top or bottom of a page or if a small advertisement in the right or left column. The most desirable ad space is above the fold.

**Ad stream** The series of ads displayed by the user during a single visit to a site (also impression stream).

**Ad supported network** A national or regional cable TV channel, such as MTV or ESPN, that makes available a certain amount of time per hour for local commercials.

**Ad transfers** The successful display of an advertiser's Web site after the user clicked

on an ad. When a user clicks on an advertisement, a click-through is recorded and re-directs or "transfers" the user's browser to an advertiser's Web site. If the user successfully displays the advertiser's Web site, an ad transfer is recorded.

**Ad units** A way of classifying ad types. Ad units on the Internet include banners, buttons, micro buttons, pop ups, skyscrapers, text links, interstitials, superstitials, etc. Ad units are usually defined by the IAB as voluntary guidelines.

**Ad views (impressions)** Number of times an ad banner is downloaded and presumably seen by visitors. If the same ad appears on multiple pages simultaneously, this statistic may understate the number of ad impressions, due to browser caching. Corresponds to net impressions in traditional media. There is currently no way of knowing if an ad was actually loaded. Most servers record an ad as served even if it was not. When a visitor pulls an advertisement's image from the server, it is assumed they saw it and have the opportunity to visit the advertiser's website by clicking on the link.

**Ad/advertisement** A commercial message targeted to an advertiser's customer or prospect.

**Address** A computer term for the location on a disk or in memory of a piece of information. Addresses help the computer to find things rapidly, and to store them for later retrieval. A unique identifier for a computer or site online, usually a URL for a Web site or marked with an @ for an e-mail address. Literally, it is how one

computer finds the location of another computer using the Internet.

**Addto! E commerce directory** An e-commerce directory with links to information on ecommerce, Internet marketing, web design, business startup solutions and advice to small business and webmasters.

**ADI (area of dominant influences)** ARB's definition of the exclusive geographic area consisting of all counties in which the Home Market Stations receive a preponderance of total viewing hours. Equivalent in concept (though not necessarily in county roster) to Designated Market Area.

**Adjacencies** Commercial spots purchased from local television stations that generally appear during the time periods adjacent to network programs.

**Adnorm** A measure of readership averages for print publications over a two-year period, used as a baseline for comparing specific ads to an average.

**Adopter categories** Five groups into which customers can be divided according to the length of time it takes them to adopt a product: innovators, early adopters, early majority, late majority and laggards.

**Adoption stage** The final stage of product acceptance, when customers choose the specific product when they need a product of that type.

**Ads serving** A returned Ad, by the server, to a user each time requests a content page with an ad on it.

**Adsense** Google's advertising system. It allows you to generate profit every time a user clicks on an advert in your web.

**Adspend** Shortened version of 'advertising expenditure'. Can be used in connection with expenditure by one, many or all advertisers. Has technical overtones when used in advertising research, eg tracking studies.

**Ad stock** Either (i) the expected effect on a variable (such as awareness) of recent advertising activity (in the TV market, usually expressed in ratings) or

(ii) calculations of future effects, allowing an amount for the decay of effects produced.

**Adsturbation** The practise of advertisers to grab your attention by teasing you with sexy and enticing images. It's what media-sales people call the growing trend towards unnecessarily blatant come-ons when selling products from holidays to coffee. And you can guess which self-satisfying pastime the term is alluding to.

**Adult words** Words that are censored by search engines. These include the FCC's seven naughty words. Search engines often maintain two databases, one with all the bad stuff to keep away from children, and one for the general public. Adult words are called STOP WORDS by the search engines because the indexer STOPS when it finds one of these word.

**Advan** Originally the brand and product name of a company specialising in providing mobile poster sites, ie poster panels affixed to vans, which are driven and displayed as required by advertisers who book space on them. The expression has taken on a more generic meaning to describe any such mobile poster facility.

**Advance premium** A premium provided to a consumer, on the condition of some later purchase.



**Advertise** To inform another; to give intelligence; 2. To give notice on any thing by means of advertisement in the public prints."

**Advertiser** The manufacturer, service company, retailer, or supplier who advertises their product or service.

**Advertising** Advertising can be defined as the promotion of goods, services, companies and ideas, usually by an identified sponsor. Marketers see advertising as part of an overall promotional strategy. Other components of the promotional mix include publicity, public relations, personal selling and sales promotion. In ancient times the most common form of advertising was "word of mouth". However, commercial messages and election campaign displays were found in the ruins of Pompeii. Egyptians used papyrus to create sales messages and wall posters. Lost-and-found advertising on papyrus was common in Greece and Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient media advertising form which is present to this day in many parts of Asia, Africa, and South America. For instance, tradition of wall paintings may be traced back to India rock-art paintings that goes back to 4000 BC. As printing developed in the 15th and 16th century, advertising expanded to include handbills. In the 17th century advertisements started to appear in weekly newspapers in England.

These early print ads were used mainly to promote books (which were increasingly affordable) and medicines (which were increasingly sought after as disease ravaged Europe). Quack ads

became a problem, which ushered in regulation of advertising content.

As the economy was expanding during the 19th century, the need for advertising grew at the same pace. In America, the classified ads became popular, filling pages of newspapers with small print messages promoting all kinds of goods. The success of this advertising format led to the growth of mail-order advertising. In 1843 the first advertising agency was established by Volney Palmer in Philadelphia. At first the agencies were just brokers for ad space in newspapers, but by the 20th century, advertising agencies started to take over responsibility for the content as well.

The 1960s saw advertising transform into a modern, more scientific approach in which creativity was allowed to shine, producing unexpected messages that made advertisements interesting to read. The Volkswagen ad campaign featuring such headlines as "Think Small" and "Lemon" ushered in the era of modern advertising by promoting a "position" or "unique selling proposition" designed to associate each brand with a specific idea in the reader or viewer's mind.

Today, advertising is evolving even further, with "guerrilla" promotions that involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message.

Commercial advertising media can include wall paintings, billboards (outdoor advertising), street furniture



components, printed flyers, radio, cinema and television ads, web banners, web popups, skywriting, bus stop benches, magazines, newspapers, town criers, sides of buses, taxicab doors and roof mounts, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, stickers on apples in supermarkets, the opening section of streaming audio and video, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising. Covert advertising embedded in other entertainment media is known as product placement. A more recent version of this is advertising in film, by having a main character use an item or other of a definite brand - an example is in the movie *Minority Report*, where Tom Cruise's character Tom Anderton owns a computer with the Nokia The TV commercial is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as much for its commercial advertisements as for the game itself, and the average cost of a single thirty-second TV spot during this game has reached \$2.5 million.

Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none existing in real-

life. Virtual product placement is also possible. Increasingly, other mediums such as those discussed below are overtaking television due to a shift towards consumer's usage of the Internet. Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives. E-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "spam".

Some companies have proposed to place messages or corporate logos on the side of booster rockets and the International Space Station. Controversy exists on the effectiveness of subliminal advertising, and the pervasiveness of mass messages. Unpaid advertising (also called word of mouth advertising), can provide good exposure at minimal cost. Personal recommendations, spreading buzz, or achieving the feat of equating a brand with a common noun ("Xerox" = "photocopier", "Kleenex" = tissue, "Vaseline" = petroleum jelly, "Kotex" = tampons, "Band-aid" = bandage,) – these must provide the stuff of fantasy to the holder of an advertising budget.

The most common method for measuring the impact of mass media advertising is the use of the rating point (rp) or the more accurate target rating point (trp). These two measures refer to the percentage of the universe of the existing base of audience members that can be reached by the use of each media outlet in a particular moment in time. The difference between the two is that the rating point refers to the percentage to the entire universe while

the target rating point refers to the percentage to a particular segment or target. This becomes very useful when focusing advertising efforts on a particular group of people. The impact of advertising has been a matter of considerable debate and many different claims have been made in different contexts. During debates about the banning of cigarette advertising, a common claim from cigarette manufacturers was that cigarette advertising does not encourage people to smoke who would not otherwise. The opponents of advertising, on the other hand, claim that advertising does in fact increase consumption.

According to many media sources, the past experience and state of mind of the person subjected to advertising may determine the impact that advertising has. Children under the age of four may be unable to distinguish advertising from other television programs, whilst the ability to determine the truthfulness of the message may not be developed until the age of eight.

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as AIDS, political ideology, energy conservation, religious recruitment, and deforestation.

Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated

advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives.

There have been increasing efforts to protect the public interest by regulating the content and the reach of advertising. Some examples are the ban on television tobacco advertising imposed in many countries, and the total ban on advertising to children under twelve imposed by the Swedish government in 1991. Though that regulation continues in effect for broadcasts originating within the country, it has been weakened by the European Court of Justice, which has found that Sweden was obliged to accept whatever programming was targeted at it from neighbouring countries or via satellite.

In Europe and elsewhere there is a vigorous debate on whether and how much advertising to children should be regulated. In many countries - namely New Zealand, South Africa, Canada, and many European countries - the advertising industry operates a system of self-regulation. Advertisers, advertising agencies and the media agree on a code of advertising standards that they attempt to uphold. The general aim of such codes is to ensure that any advertising is 'legal, decent, honest and truthful'. Some self-regulatory organisations are funded by the industry, but remain independent, with the intent of upholding the standards or codes. As advertising and marketing efforts become increasingly ubiquitous in modern Western societies, the industry has come under criticism of groups such as AdBusters via culture jamming which

criticizes the media and consumerism using advertising's own techniques. The industry is accused of being one of the engines powering a convoluted economic mass production system which promotes consumption. Some advertising campaigns have also been criticized as inadvertently or even intentionally promoting sexism, racism, and ageism. Such criticisms have raised questions about whether this medium is creating or reflecting cultural trends. At very least, advertising often reinforces stereotypes by drawing on recognizable "types" in order to tell stories in a single image or 30 second time frame. Recognizing the social impact of advertising, MediaWatch, a non-profit women's organization, works to educate consumers about how they can register their concerns with advertisers and regulators. It has developed educational materials for use in schools. Public interest groups and free thinkers are increasingly suggesting that access to the mental space targeted by advertisers should be taxed, in that at the present moment that space is being freely taken advantage of by advertisers with no compensation paid to the members of the public who are thus being intruded upon.

The public awareness of advertising has become very negative. It is seen as a medium that inherently promotes a lie, based on the purpose of the advertisement - to encourage the target audience to submit to a cause or a belief, and act on it to the advertising party's benefit and consequently the target's disadvantage. They are either perceived as directly lying (stating opinions or untruths directly as facts), lying by omission (usually of terms unfavorable to the customer), portraying

a product or service in a light that does not reflect reality or even making up realities where their product has a new role. Yet as with many other things in life, the vast majority of the public does not care enough to act. One can either choose to listen to the many campaigns or to ignore them.

Another effect of advertising is to modify the nature of the communication media where it is shown. The most clear example is television. Channels that get most of their revenues from publicity try to make their medium a good place for communicating ads. That means trying to make the public stay for long times and in a mental state that will make spectators not to switch the channel through the ads. Programs that are low in mental stimulus and require light concentration and are varied are best for long sitting times and make for much easier emotional jumps to ads, that can become more entertaining than regular shows. A simple way to understand the objectives in television programming is to compare contents from channels paid and chosen by the viewer with channels that get their income mainly from advertisements. With the dawn of the Internet have come many new advertising opportunities. Popup, Flash, banner, and email advertisements (the last often being a form of spam) abound. Recently, the advertising community has attempted to make the adverts themselves desirable to the public. Each year, greater sums are paid to obtain a commercial spot during the Super Bowl. Companies attempt to make these commercials sufficiently entertaining that members of the public will actually want to watch them.

Particularly since the rise of “entertaining” advertising, some people may like an advert enough that they wish to watch it later or show a friend. In general, the advertising community has not yet made this easy, although some have used the Internet to widely distribute their adverts to anyone wishing to see or hear them.

**Advertising agencies** Advertising agencies are companies that work to create, design, and place advertisements and plan and execute promotional campaigns for their clients. Agencies are divided into two basic types, full-service and limited-service. An advertising agency or ad agency is a service business dedicated to creating, planning and handling advertising for their clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client’s products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. Typical ad agency clients include businesses and corporations, non-profit organizations and government agencies. Agencies may be hired to produce single ads or, more commonly, ongoing series of related ads, called an advertising campaign.

Some agencies specialize in particular types of advertising, such as print ads or television commercials. Other agencies, especially larger ones, produce work for many types of media (creating integrated marketing communications, or through-the-line advertising). The “line”, in this case, is the traditional marker between media that pay a (traditionally 15%) commission to the agency (mainly

broadcast media) and the media that do not. Lately, Search Engine Marketing and Search Engine Optimization firms have been classified by some as ‘agencies’ due to the fact that they are creating media and implementing media purchases of text based ads. This relatively young industry has been slow to adopt the term ‘agency’ however with the creation of ads and media purchases they do qualify technically as an advertising agency. Not all advertising is created by agencies. Companies that create and plan their own advertising are said to do their work in house.

The creative department structures the heart of an advertising agency. Modern advertising agencies usually form their copywriters and art directors into creative teams. Creative teams may be permanent partnerships or formed on a project-by-project basis. The art director and copywriter report to a creative director, usually a creative employee with several years of experience. Although copywriters have the word “write” in their job title, and art directors have the word “art”, one does not necessarily write the words and the other draw the pictures; they both generate creative ideas to represent the proposition (the advertisement or campaign’s key message). The other major department in ad agencies is account services or account management. Account service employees work directly with clients and potential clients, soliciting business for the ad agency and determining what clients need and want the agency to do for them. They are also charged with understanding the clients business situation and representing those needs within the agency, so that ads can be brought to bear on the correct problem.



Previously, client services employees wrote the advertising strategy that the creative director (and teams) would use to create the advertising. The account planner was originally employed to “represent the consumer” in the advertising i.e. find the best way to pitch the client's products to people but better understanding them, what they want and how to talk to them. Planning's role has expanded considerably since it was originally introduced. Planners now brand strategists and, to a certain extent, media strategists - using consumer insights to understand where and how people are most receptive to certain messages. The creative services department may not be so well known, but its employees are the people who have contacts with the suppliers of various creative media. For example, they will be able to advise upon and negotiate with printers if an agency is producing flyers for a client. However, when dealing with the major media (broadcast media, outdoor, and the press), this work is usually outsourced to a media agency which can advise on media planning and is normally large enough to negotiate prices down further than a single agency or client can. In small agencies, employees may do both creative and account service work. Larger agencies attract people who specialize in one or the other, and indeed include a number of people in specialized positions: production work, advertising, or research, for example. An often forgotten, but extremely important, department within an advertising agency is traffic. Typically headed by a traffic manager (or system administrator), this department is responsible for a number

of things. First and foremost is increasing agency efficiency and profitability through the reduction of false job starts, inappropriate job initiation, incomplete information sharing, over- and under-cost estimation, and the need for media extensions. In small agencies without a dedicated traffic manager, one employee may be responsible for managing workflow, gathering cost estimates and answering the phone, for example. Large agencies may have a traffic department of ten or more employees. Department size varies, but its importance remains the same.

**Advertising allowance** Money provided by a manufacturer to a distributor for the purpose of advertising a specific product or brand.

**Advertising appeal** The basis or approach used in an advertising message to attract the attention or interest of consumers and/or influence their feelings toward the product, service, or cause.

**Advertising budget** Money set aside by the advertiser to pay for advertising. There are a variety of methods for determining the most desirable size of an advertising budget.

**Advertising campaign** An attempt to reach a particular target market by designing a series of advertisements and placing them in various advertising media. An advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns appear in different media across a specific time frame.



The critical part of making an advertising campaign is determining a campaign theme, as it sets the tone for the individual advertisements and other forms of marketing communications that will be used. The campaign theme is the central message that will be communicated in the promotional activities. The campaign themes are usually developed with the intention of being used for a long time frame but many of them are short lived due to factors such as being ineffective or market conditions and/or competition in the marketplace.

**Advertising checking bureau (ACB)** A profit-making organization specializing in the verification of co-op advertising and sending tearsheets to general or national advertisers.

**Advertising council (AD council)** A non-profit organization providing the media industry with public service campaigns on a number of social and safety issues.

**Advertising creativity** The ability to generate fresh, unique, and appropriate ideas that can be used as solutions to communication problems.

**Advertising:editorial ratio (also "ad:ed" ratio)** The ratio of advertising to editorial pages in a print medium, eg 60:40 would indicate 60 per cent of all pages are advertising.

**Advertising elasticity** The relationship between percentage changes in advertising and unit sales. Thus, an elasticity of 0.1 means that if the expenditure on advertising for a brand went up by ten percent, unit sales would go up by one percent.

**Advertising manager** A client representative responsible for overseeing

marketing efforts related to product, including budgeting, creative activities and liaison with agency.

**Advertising page exposure** A measure of the *opportunity* for readers to see a particular print advertisement, whether or not that actually *look* at the ad.

**Advertising plan** An explicit outline of what goals an advertising campaign should achieve, how to accomplish those goals, and how to determine whether or not the campaign was successful in obtaining those goals.

**Advertising platform** The basic issues or selling points that an advertiser wishes to include in the advertising campaign.

**Advertising research** Research conducted to improve the efficacy of advertising. It may focus on a specific ad or campaign, or may be directed at a more general understanding of how advertising works or how consumers use the information in advertising. It can entail a variety of research approaches, including psychological, sociological, economic, and other perspectives.

**Advertising revenue** Revenue realized from the sale of advertising.

**Advertising specialties** Items used as giveaways to serve as a reminder or stimulate remembrance of a company or brand such as calendars, T-shirts, pens, key tags, and the like. Specialties are usually imprinted with a company or brand name and other identifying marks such as an address and phone number.

**Advertising structure** A physical structure constructed by a media company to display advertising. The structures are

built to standard specifications. Advertising messages are applied to structures using many different techniques.

**Advertising substantiation** A Federal Trade Commission regulatory program that requires advertisers to have documentation to support the claims made in their advertisements.

**Advertising target** The group of people at which advertisements are aimed.

**Advertising weight** The level of advertising support for a brand, expressed in terms of Gross Impressions, GRP's, or number of spots or insertions.

**Advertorial** An paid-for advertisement which includes editorial content; normally identified in a print magazine with the word "Advertisement" printed as a head across the top of the page to distinguish it from true. Hybrid advertisement feature in which advertising and editorial material are combined to mimic a medium's editorial style.

Advertorials may be produced either by the publication or by the advertiser, but will normally come under close scrutiny by the medium in question to ensure that its editorial control and/or integrity is not being compromised.

The expression is normally applied to features in newspapers and magazines but might also be valid in the context of other media, eg in commercial radio where an advertiser was allowed to produce an advertisement that took the form of a mini-programme. Not to be confused with 'advertisement feature', however: the creators of an advertorial will normally seek to convince the target audience (even if only at first glance or at

first hearing) that the advertisement is in fact a piece of editorial.

**Advocacy advertising** Advertising that is concerned with the propagation of ideas and elucidation of social issues of public importance in a manner that supports the position and interest of the sponsor.

**Adwords** Google's advertising system. Adverts are shown in Google.com.

**Aerial advertising** A form of outdoor advertising where messages appear in the sky in the form of banners pulled by airplanes, skywriting, and on blimps.

**Affective referral decision rule** A type of decision rule where selections are made on the basis of an overall impression or affective summary evaluation of the various alternatives under consideration.

**Affidavit** Notarized record of commercial announcements aired by a station, listing broadcast date and time.

**Affiliates** Local television stations that are associated with a major network. Affiliates agree to preempt time during specified hours for programming provided by the network and carry the advertising contained in the program.

**Affinity analysis** A process of finding relationships between customer purchases. People who buy skis buy snow tires.

**Affiliate directory** A categorized listing of affiliate programs.

**Affiliate forum** An online community where visitors may read and post topics related to affiliate marketing.

**Affiliate fraud** Bogus activity generated by an affiliate in an attempt to generate illegitimate, unearned revenue.

**Affiliate marketing** An agreement between two sites in which one site (the affiliate) agrees to feature content or an ad designed to drive traffic to another site. In return, the affiliate receives a percentage of sales or some other form of compensation generated by that traffic. Revenue sharing between online advertisers/merchants and online publishers/salespeople, whereby compensation is based on performance measures, typically in the form of sales, clicks, registrations, or a hybrid model.

**Affiliate merchant** The advertiser in an affiliate marketing relationship.

**Affiliate network** A value-added intermediary providing services, including aggregation, for affiliate merchants and affiliates.

**Affiliate program** An advertising program offering a monetary incentive for webmasters to drive traffic to the advertiser's web site. Affiliate programs are a great plan for the websites offering them, but the web sites that participate often become underpaid sales representatives. The web publisher is reimbursed a percentage of all sales sold via their affiliate link. Reimbursement rates can vary from 1-2% and upward. One of the largest affiliate programs, Amazon.com, provides affiliates with 5-15% of the proceeds of all goods sold via their affiliate program. Affiliate programs may also be constructed with multiple tiers. A two-tier affiliate program reimburses webmaster for goods sold directly via their web site, plus a percentage of all goods sold by other affiliates who have joined the program via a link on the primary publishers' site.

Some affiliate programs may have up to five or six tiers.

**Affiliate software** Software that, at a minimum, provides tracking and reporting of commission-triggering actions (sales, registrations, or clicks) from affiliate links.

**Affinity matrix** A cross tab showing cross buying patterns by customers who did or did not buy products A, B, C, and D.

**Affirmative disclosure** A federal trade commission program whereby advertisers may be required to include certain types of information in their advertisements so consumers will be aware of all the consequences, conditions, and limitations associated with the use of the product or service.

**Affluents** Households with 30% or more than the cost of living plus taxes.

**Affordable method** A method of determining the budget for advertising and promotion where all other budget areas are covered and remaining monies are available for allocation.

**Agate** A typesetter's measure; 1 inch = 14 agate lines.

**Agate line** A measure of advertising space, 1/14 of an inch in depth by one column in width. Thus there are 14 agate lines to the column inch. At Michael J. Motto Advertising, we precisely measure all of the classified ads we run and pay only for the exact size ad that runs. In this way we take thousands of dollars in lineage corrections each month on behalf of our clients.

**Age group** A target audience defined by age.

**Agency** A company in the business of creating advertisements, packaging and

names for products and services, as well as providing marketing and merchandizing advice and general business and promotional counsel to its clients.

**Agency commission** The agency's fee for designing and placing advertisements. Historically, this was calculated as 15 percent of the amount spent to purchase space or time in the various media used for the advertising. In recent years the commission has, in many cases, become negotiable, and may even be based on some measure of the campaign's success.

**Agency discount** A discount, normally equal to 15%, that is offered to advertising agencies that place an order on behalf of their clients. Many large companies establish their own in house agency in order to qualify for the discount when they place the advertisements directly.

**Agency evaluation process** The process by which a company evaluates the performance of its advertising agency. This process includes both financial and qualitative aspects.

**Agent** The word for a telephone operator in a modern inbound call center in a company that takes a lot of customer service and sales calls.

**Agent name delivery** The practice of delivering a custom page based upon the user agent string a browser or spider uses to identify itself.

**Agreement** The annual ROP "contract" between the Post and its advertisers. There are 5 types: inches, agate lines, frequency, revenue, and preprint pieces volumes.

**AIDA (attention, interest, desire, action)** A version of the Hierarchy of Effects scheme.

This is a historical model of how advertising works, by first getting the consumer's attention, then maintaining their interest, arousing desire, and getting action.

**AIDA model** A model that depicts the successive stages a buyer passes through in the personal selling process including: attention, interest, desire, and action.

**Aided or prompted recall test** A test in which subjects are asked to identify advertisements while being shown a list of products, brands, company names or trademarks to jog their memory.

**Aided recall** A research method frequently used to determine what consumers remember about an advertisement they have seen or heard.

**Airbrush** An artist's technique for creating a smooth gradation of color. It is often used to cover imperfections in a photograph, e.g., in a model's skin.

**Airplane banner** A flag or banner bearing an advertisement that trails behind a low-flying airplane.

**Airport advertising** A variety of advertising displays are available at airports, ranging from wall-mounted dioramas (backlit wall posters) to freestanding islands or specially built exhibits.

**Airport displays** Airports provide many different ways to advertise, including dioramas, posters, and exhibits. Most are backlit.

**Ala carte** Terms used to describe the way services are offered at some advertising agencies. For example, if an ad agency chooses to provide only the services that a client wishes to purchase instead of

providing all services for a set price it would be offering their services *Ala carte*.

**Ala carte services** Rather than provide *all* advertising services for one price, an agency may provide only the services that a client wishes to purchase.

**Algorithm** The process a search engine applies to web pages so it can accurately produce a list of results based on a search term. Search engines regularly change their algorithms to improve the quality of the search results. Hence search engine optimisation tends to require constant research and monitoring.

**Alignment** The arrangement of text in a column (i.e. flush right, flush left, centered or justified).

**All family programming** Generally refers to early fringe programs intended to attract all demographic groups, including children. Partridge Family and Andy Griffith are examples of All-Family programs.

**Alpha activity** A measure of the degree of brain activity that can be used to assess an individual's reactions to an advertisement.

**Alt text** Short for alternative text (alt text). Alt text is HTML code that allows an HTML coder to add text to a graphic that is visible to those that have images disabled or those that hover their mouse over a banner advertisement. Often used by advertisers to reinforce a message or call someone to action such as: "Click Here".

**Alta vista** A popular search engine. One of the first search engines originally owned by Digital now owned by Yahoo. The

name AltaVista refers both to an Internet search engine company and to that company's search engine product.

The engine, whose name means "a view from above" or "high view", originated in 1995 with Paul Flaherty and scientists at Digital Equipment Corporation's Research lab in Palo Alto, California, and was intended to showcase the speed of the company's Alpha servers. It was for that reason originally launched at [altavista.digital.com](http://altavista.digital.com).

They devised a method to store every word of every HTML page on the Internet in a fast, searchable index. This led to AltaVista's development of the first searchable, full-text database of a large part of the World Wide Web.

The company offered the Web's first Internet machine translation service that could translate words, phrases or entire Web sites to and from English, Spanish, French, German, Portuguese, Italian and Russian. Babelfish is still one of the most popular free translation tools online. The search engine went online in 1995 and soon surpassed Lycos and Excite in popularity. It was the first-ever multi-lingual search engine. It was also the first major search engine to support non-Latin languages, such as Japanese or Chinese. AltaVista later extended this by introducing localized portals in many countries. AltaVista pioneered a number of common search features, such as searching for phrases using quotes. The multimedia search was for many years the largest available, as was the database of indexed URIs. AltaVista was rated as the largest search engine in 1995, and again between 1997 and 1999. Before its switch



to the Yahoo! database, AltaVista had about 1 billion indexed URIs.

In 1996, AltaVista became the exclusive provider of search results for Yahoo!. In 1998, Digital was sold to Compaq, and in 1999 Compaq relaunched AltaVista as a web portal, abandoning their streamlined searchpage and alienating their core userbase. In June of the same year, Compaq paid US\$3.3 million for the domain name altavista.com, but it continued to lose marketshare, especially to Google. It was subsequently floated from Compaq as an independent company. In February 2003, AltaVista was bought by Overture Services, Inc. The failed attempt at a "portal" was dropped and the website was again revamped to provide simple search functions. In March 2004, Overture itself was taken over by Yahoo!. Shortly after Yahoo!'s acquisition, the AltaVista site started using the Yahoo! Search database. AltaVista was also one of the numerous websites which promised "free email for life", only to subsequently reverse this policy by charging a subscription fee for its email services.

**Alternate text** A word or phrase that is displayed when a user has image loading disabled in their browser or when a user abandons a page by hitting "stop" in their browser prior to the transfer of all images. Also appears as "balloon text" when a user lets their mouse rest over an image.

**Alternative media** A term commonly used in advertising to describe support media.

**AM (amplitude modulation)** Is the variation of the intensity of electromagnetic waves to transmit audio patterns. The AM radio band lies between 540 and 1600 kilocycles.

**Ambient** Ambient media are found in the "surroundings" (the dictionary definition of the word is "surrounding, circumfused"). Generally referred to as 'out-of-home' media.

Most media not included in the classic TV, press, poster, radio, cinema, direct mail and 'new' media definitions can be consigned to this category.

Examples would be advertisements on drip mats, eggs, football goal nets, litter bins and restaurant serviettes.

**Ambient music** Ambient music is a loosely defined musical genre that incorporates elements of a number of different styles - including jazz, electronic music, new age, rock and roll, modern classical music, reggae, traditional, world and even noise. The earliest electronic soundscape music and theories come from the work of Pierre Schaeffer who followed the futurists in classifying music into categories such as man made, natural, short and long. He made some of the first electronic music using record players and natural sounds, and cutting up tape, making the first experimental music use of recording and magnetic tape. Even his work can be seen as preempted by Shopenhauer's ideas of 'soundworlds', literally worlds made up entirely of sounds. Karlheinz Stockhausen created pioneering electronic musical experiments later in 1955, and these two (amongst others) lay the groundwork for ambient music to appear decades later when music technology had developed.

The term "ambient music" was first coined by Brian Eno in the late 1970s to refer to music that would envelop the listener without drawing attention to itself, that can be either "actively listened

to with attention or as easily ignored, depending on the choice of the listener" (Eno, who describes himself as a "non-musician" termed his experiments in sound as "treatments" rather than as traditional performances). Hence, Brian Eno is considered the father of ambient music. Although having coined the word "ambient", he is also quick to reference the works and influence of Erik Satie. Eno coined the term in an essay to distance his work from elevator music and Muzak, it is more often similar to mood music or an ambient background in movie and radio sound effects. Often listeners will forget they are listening to ambient music, which is one of the biggest attractions of the genre. It can be any musical style, including jazz, electronic music and modern classical music.

Some of the works of the 20th century French composer Erik Satie, today best known for his *Trois Gymnopédies* suite, can be regarded as predecessors of modern ambient music. He referred to some of his music as "Musique d'ameublement" ('furniture music', or more literally, 'music for the furniture' and 'music to mingle with knives and forks', referring to something that could be played during dinner and would simply create an atmosphere for that activity rather than be the focus of attention. Similarly some of the works of the French composer Edgard Varèse, who used the theremin extensively in his compositions as well as atonal techniques and non-standard time signatures, can also be viewed as predecessors of ambient music. John Cage created the ultimate ambient work with his *4'33"*, three periods of silence first played on the piano, which

make the audience listen to the ambient sound surrounding them. In the 1970s, some ambient, krautrock, and other musicians who were influenced by new age spirituality created the eclectic genre known as New Age music, selling millions independent from the mainstream music industry by direct order or new age shops. By the 1980s, New Age music had become so much better known than ambient music, that ambient was taken as a synonym for "New Age", and many ambient musicians deliberately took on new age themes to market themselves to this audience.

After the Second Summer of Love in 1988 ambient music underwent a resurgence with the combination of rhythmic electronic dance music with the dreamy, meandering sound of Eno-style ambient music. Under the guise of various styles, ambient electronic music (sometimes referred to as ambient techno or ambient dub) saw the birth of a new wave of electronic music in the works of artists like The Orb, Aphex Twin, the Irresistible Force, and Geir Jenssen's Biosphere.

Ambient music evolved into forms of IDM, trance, synthpop and electronica. Early Warp records artists, (as well as later ones such as Aphex Twin), FSOL Future Sound of London (Lifeforms, ISDN) Autechre, (Incunabula, Amber), Boards of Canada, Massive Attack, Portishead and KLF all took a part in popularising and diversifying ambient music. There are now a dizzying array of different sub-genres, festivals, websites, discussion lists, clubs, labels and artists making new, interesting, original music.

Organic ambient music is characterised by integration of electronic, electric, and

acoustic musical instruments. Aside from the usual electronic music influences, organic ambient tends to incorporate influences from world music, especially drone instruments and hand percussion. Organic ambient is intended to be more harmonious with nature than with the disco. Some of the artists in this sub-genre include Robert Rich, Steve Roach, Vidna Obmana, O Yuki Conjugate, James Johnson, Loren Nerell, Numina, and Tuu.

Some works by ambient pioneers such as Brian Eno, which use a combination of traditional (such as piano) and electronic instruments, would be considered organic ambient music in this sense. In the 70's and 80's Klaus Schulze often recorded string ensembles and performances by solo cellists to go along with his extended Moog synthesizer workouts.

The music is composed from samples and recordings of naturally occurring sounds. Sometimes these samples can be treated to make them more instrument-like. The samples may be arranged in repetitive ways to form a conventional musical structure or may be random and unfocused. Sometimes the sound is mixed with urban or "found" sounds. Examples include much of Biosphere's *Substrata*, Mira Calix's insect music and Chris Watson's *Weather Report*. Some overlap occurs between organic ambient and nature inspired ambient. One of the first albums in the genre, Wendy Carlos' *Sonic Seasonings*, combines sampled and synthesized nature sounds with ambient melodies and drones for a particularly relaxing effect.

Dark ambient is a general term for any kind of ambient music with a "dark" or

dissonant feel, but often involves extensive use of digital reverb to create vast sonic spaces for frightening, bottom-heavy sounds such as deep drones, gloomy male chorus, echoing thunder, and distant artillery. It has a relentlessly gothic feel. Lustmord's collaboration with Robert Rich Stalker epitomizes this sub-genre.

There are many other styles which identify themselves as ambient music. There is information on these styles on other pages, but many artists who are not in the new age world of music making produce albums which mix beatless ambient music with downtempo electronica, so the categories have blurred edges. Chill out (music) is generally linked to club culture and is sometimes used as a term which includes ambient music as a subset of itself. UK techno developed in particular at Warp Records in Sheffield, where previous electronic pioneers such as Cabaret Voltaire and Autechre laid the groundwork for ambient techno to develop, and for Aphex Twin and Boards of Canada to develop later. From this scene developed ambient dub and ambient techno. Intelligent Dance Music is another term synonymous with this scene. Electroacoustic and acousmatic music are 'classical' art music forms that use electronic sound creation instead of or alongside acoustic instruments. Glitch music is a subset of this work.

**Ambush marketing** Sponsorship tactic in which a company or companies which is/ are not sponsors of a sponsored event attempt to capitalise on it via actions which suggest that they are sponsors of it.

**American advertising federation (AAF)** The AAF advocates the rights of advertisers through educating the government, news media and general public. AAF accomplishes these goals through a nationally-coordinated grassroots network of 50,000 affiliate members including advertising associations and college chapters.

**Analog** Regular telephone service comes over analog lines. Modern improved service (often used for data lines) comes over digital lines in which all the sounds are converted to 1's and 0's. For database marketing computer communications, digital is better. Analogue broadcasts are transmitted using radio waves of various lengths and various frequencies.

Analogue can be contrasted with digital, whereby signals are compressed and may be encoded prior to transmission.

**Anchor** A word, phrase or graphic image, in hypertext, it is the object that is highlighted, underlined or "clickable" which links to another site.

**Anchorage** The 'pinning down of meaning' that a caption provides when coupled with an ambiguous image - or vice versa

**ANI (automatic number identification)** A system whereby you can learn the number of a person who is calling you on the telephone. Can be linked to a database to find the person's name and address.

**Animated ad** An ad with movement, often an interactive Java applet or Shockwave or GIF89a file.

**Animated advertisement** An ad that changes over time. For example, an animated ad is an interactive Java applet or Shockwave or GIF89a file.

**Animated GIF** A graphic image in GIF (graphical interchange format) format composed of multiple layers which display in turn, providing the illusion of motion. A large percentage of non rich-media banner ads are in animated GIF format. Animated GIF banners have historically generated higher click-through rates than static images. However, as web users have grown more mature, some studies indicate that blinking or flashing images are more often automatically ignored, as users have come to assume that any animated image on a page is an advertisement.

**Anima tic** A filmed storyboard, where stills or short extracts are put together as a rough edit to show the client prior to the filming and editing of a full quality (and therefore expensive) TVC

**Animation** Technique used to gain added attention to a billboard. Uses moving components, flashing lights, or other special treatment.

**Anonymizer** An intermediary which prevents Web sites from seeing a user's internet protocol (IP) address.

**Answer print** The final edited version (print) of a television commercial, for approval by the client. It may still need color correction, etc.

**Anti brand** As it becomes increasingly true that you are what you wear/eat/drive/sit on, your choice of brands defines who you are. There is much opposition to the concept that big corporations can define our values along with the cut of our jeans. As in the 1950s *The Hidden Persuaders* tapped into the paranoia that Big Bad Business might be brainwashing the



populace through advertising jingles, so Naomi Klein's 2000 book, *No Logo* (which explores the art of culture jamming and all it seeks to subvert) has engaged with the widespread cynicism about corporations who create soap-powders-as-people in an effort to make us buy more. In an age when everything is seemingly conceived of as a brand in order to make it palatable (religion, TV stations, US Foreign Policy) to the wider public, it is only right that we should begin to question the branding process. Do these products really have these connotative values? Does the brand of running shoes on our feet really make a difference to our personality and self esteem? Should we really judge others so harshly on their chosen brand of sunglasses? We do well to be suspicious of the branding process.

**AOL (American online)** Stands for "A(merica) O(n)L(ine)" America Online, Inc., based in Virginia, originally began as a closed network content provider; meaning only AOL subscribers had access to AOL content. Today, this popular service provider continues to offer their own content (available only to AOL subscribers) as well as e-mail and Internet access that can be parentally controlled. AOL is a U.S.-based online service provider, Internet service provider, and media company operated by Time Warner. Based in Dulles, a community in Loudoun County, Virginia, with regional branches around the world, it was by far the most successful proprietary online service, with more than 32 million subscribers at one point in the US, Canada, Germany, France, the United Kingdom, Latin America (declared bankrupt in 2004), Japan and formerly Russia. In early

2005, AOL Hong Kong stopped its service. In the fall of 2004, AOL reported total subscribers had dropped to 24 million, a drop of over a quarter of its subscribers. In late 1996, AOL suspended all dialup service within Russia in the face of massive billing fraud, forcing the company into a rare case of full market retreat.

For many Americans through the mid to late 1990s, AOL was the Internet, but the rise of high-speed Internet access from cable and telephone companies as well as the increasing sophistication of the public in handling browsers and other Internet utilities has cut into its user base. In 2000 AOL and Time Warner announced plans to merge, and the deal was approved by the Federal Trade Commission on January 11, 2001. This merger was primarily a product of the Internet mania of the late 1990's, known as the Internet bubble. The subsequent massive decline in value of stocks such as AOL resulted in much recrimination over the merger. News reports in the fall of 2005 indicated a renewed interest in buying out AOL. Suitors such as Microsoft, Google, Yahoo and Comcast have had discussions with Time Warner about a possible purchase, and on December 16, 2005, Time Warner and Google announced that they were starting exclusive talks for Google to purchase \$1 billion in AOL stock, a 5% share.

Although its dialup market is shrinking as more members switch to high-speed services, the success of its AOL for Broadband program has helped it to maintain members that would otherwise totally drop the AOL service. This combined with its growing advertising



revenue through its relationship with Google, AOL collected 8.7 billion US dollars in revenue for 2004. In early March 2006, AOL informed its members that the narrowband monthly rate would be increasing from \$23.90 to \$25.90. AOL began as a short-lived venture called Control Video Corporation (or CVC), founded by William von Meister. Its sole product was an online service called Gameline for the Atari 2600 video game console after von Meister's idea of buying music on demand was rejected by Warner Brothers. (Klein, 2003) Subscribers bought a modem from the company for \$49.95 and paid a one-time \$15 setup fee. Gameline permitted subscribers to temporarily download games and keep track of high scores, at a cost of approximately \$1 an hour.

AOL was the first online service to require use of proprietary software, rather than a standard terminal program; as a result it was able to offer a graphical user interface (GUI) instead of command lines, and was well ahead of the competition in emphasizing communication among members as a feature.

In particular was the Chat Room (borrowed from IRC), which allowed a large group of people with similar interests to convene and hold conversations in real time, including:

- a. Private rooms
- b. Conference rooms
- c. Auditoriums

AOL quickly surpassed GENie, and by the mid-1990s, it passed Prodigy (which for several years allowed AOL advertising) and CompuServe.

Originally, AOL charged its users an hourly fee, but in 1996 this changed and a flat rate of \$19.99 a month was charged. Within three years, AOL's userbase would grow to 10 million people. During this time, AOL connections would be flooded with users trying to get on, and many canceled their accounts due to constant busy signals. Also, games which used to be paid for with the hourly fee migrated in droves to the Internet. AOL was relatively late in providing access to the open Internet. Originally, only some Internet features were accessible through a proprietary interface but eventually it became possible to run other Internet software while logged in through AOL. They were the first online service to seamlessly integrate a web browser into content.

Since its merger with Time Warner, the value of AOL has dropped from its \$200 billion high and it has seen a similar losses among its subscription rate. It has since attempted to reposition itself as a content provider similar to companies such as Yahoo! as opposed to an Internet service provider which delivered content only to subscribers in what was termed a "walled garden." In 2005, AOL broadcast the Live 8 concert live over the Internet, and thousands of users downloaded clips of the concert over the following months. More recently, AOL has announced plans to offer subscribers classic television programs for free with commercials inserted via its new IN2TV service. At the time of launch, AOL made available Warner Bros. Television's vast library of programs, with *Welcome Back Kotter* as its marquee offering. Other shows include *Scarecrow and Mrs. King*, *The F.B.I.*, *F Troop*, and *Growing Pains*.

On April 3, 2006, AOL announced that the full name "America Online" will be retired, and that the official name of the service is now the acronym "AOL".

AOL was able to rapidly bolster its growth by mailing out sign-up diskettes and CD-ROMs containing free trials to hundreds of millions of households. Once offering only a few hours of free service, the discs now include up to a month's worth of free subscription time. This long and relentless campaign has produced a backlash, however. One program, called No More AOL CDs, seeks to gather one million unwanted AOL CDs and dump them at AOL headquarters. Other organizations have objected upon both environmental and privacy grounds; for example, many environmentalists say that AOL's CDs are largely unwanted and result in massive non-biodegradable plastic waste.

AOL's mailings have never violated the law, though, and have consistently interested new customers. Although AOL has provided means for people to remove themselves from AOL mailing lists, No More AOL CDs has documented claims that these removal attempts are sometimes ineffective. Others view AOL disks as valuable collectible items due to the vast number of CD-ROM design variations. Prior to the middle of 2005, AOL used volunteers called Community Leaders, or CLs, to monitor chatrooms, message boards, and libraries. Some community leaders were recruited for content design and maintenance using a proprietary language and interface, although most content maintenance was performed by partner and internal employees.

AOL has faced a number of lawsuits over claims that it has been slow to stop billing people after their accounts have been cancelled, either by the company or the user. In addition, AOL changed its method of calculating used minutes in response to a class action lawsuit. Previously, AOL would add fifteen seconds to the time a user was connected to the service and round up to the next whole minute (thus, a person who used the service for 11 minutes and 46 seconds would be charged for 13 minutes). AOL claimed this was to account for sign on/sign off time, but because this practice was not made known to its customers, the lawsuit won (some also pointed out that signing on and off did not always take 15 seconds, especially when connecting via another ISP). AOL disclosed its connection time calculation methods to all of its customers and credited them with extra free hours. In addition, the AOL software would notify the user of exactly how long they were connected and how many minutes they were being charged for. In response to approximately 300 consumer complaints, New York Attorney General Eliot Spitzer's office began an inquiry of AOL's customer service policies. The investigation revealed that the company had an elaborate system for rewarding employees who purported to retain or "save" subscribers who had called to cancel their Internet service. In many instances, such retention was done against subscribers' wishes, or without their consent. Under the system, consumer service personnel received bonuses worth tens of thousands of dollars if they could successfully dissuade or "save" half of the people who called to cancel service. For several years, AOL had instituted

minimum retention or "save" percentages, which consumer representatives were expected to meet. These bonuses, and the minimum "save" rates accompanying them, had the effect of employees not honoring cancellations, or otherwise making cancellation unduly difficult for consumers.

**AOL netfind** The America online search engine. The AOL browser defaults to its own search engine at search.aol.com when the search function of a browser is used. Currently using a combination of Inktomi and the open directory project.

**Apache web server** The leading web server software on the the Internet. Apache is an open source project.

**API** Application programming interface.

**Appeal** The advertisement's selling message.

**Appended** Data process whereby a customer file has data appended to it (such as age, income, home value) from some external data file.

**Applet** A small, self-contained software application that is most often used by browsers to automatically display animation and/or to perform database queries requested by the user.

**Applicable browser** Any browser an ad will impact, regardless of whether it will play the ad.

**Application (app)** A self-contained product that is accessed from top-level channel pages. Apps provide specific information for the user and have their own unique URL.

**Approach** The total distance measurement that copy on a structure is readable. Usually 1500, 1000, and 500 feet.

**ARB Arbitron**, (formerly, american research bureau) A rating service using a daily diary to measure the audience size and composition of local television and radio stations.

**Arbitrary allocation** A method for determining the budget for advertising and promotion based on arbitrary decisions of executive.

**Arbitrary approach** A budgeting technique in which a high level executive in the business states how much can be spent on advertising over a certain time period.

**Arbitron** A broadcast rating service for television and radio that uses both a viewer diary method and an electronic recording and tabulating system to measure audience size and characteristics.

**Architext spider** A spider run by the Excite search engine.

**Area of dominant influence (ADI)** A geographical survey area created and defined by Arbitron. Each county in the nation is assigned to an ADI, which is an exclusive geographic area consisting of all counties in which the home market stations receive a preponderance of viewing.

**Area sampling** A sampling method that involves selecting a probability sample of geographic areas and selecting units or individuals within the selected areas for the sample.

**ARF (advertising research foundation)** A nonprofit trade association whose mission is profitable business through effective research and insights.

**ARPA (advanced research project agency)** The U.S. Department of Defense agency

that, in conjunction with leading universities, created ARPAnet, the precursor of the internet.

**Art** Any visual image, such as a photo or drawing, intended for reproduction. Also referred to as a Rendering.

**Art director** The person responsible for the graphic design and creative positioning of an advertisement or campaign; the person in charge of an agency's production department.

**Art proof** The artwork for an ad, to be submitted for client approval.

**Arteries or arterials** The major secondary streets of a city (not freeways) where speeds are usually lower.

**Artifacting** Distortion that is introduced into audio or video by the compression algorithm (codec). Compressed images may have stray pixels (often white dots) that were not present in the original image.

**Artwork (or art)** Visual material (drawing or photograph) prepared for reproduction in a print advertisement. *Line art* is a drawing or visual that has no tonal values, so it can be used without a halftone screen. *Tone art* or *continuous tone* usually refers to a photograph or image. *Art proof* is the artwork for an ad to be submitted for client approval.

**Ascending letters** Letters with a projection above the body, such as b, d, h, k, l, and t.

**ASCII (american standard code for information interchange)** An ASCII file contains only plain text and basic text-formatting characters such as spaces and carriage returns; it does not contain graphics or special character formatting.

The ASCII character set of a microcomputer usually includes 256 characters or control codes. The most consistent ASCII characters are those that can be seen on the keyboard; they fall in the range from ASCII 32 to 127 and are called "plain ASCII." A "plain ASCII" can be read by just about any program.

**Ask jeeves** A meta search engine that allows natural english queries. You can ask a question as your search.

**ASP (active server pages)** A server based scripting language that is used to to provide dynamic content and build database driven web sites where the browser may have no scripting at all. Most often used in Cloaking activity.

**Aspect ratio** The width-to-height ratio of the picture frame. TV broadcasts at a 4:3 (1.33:1) aspect ratio; digital TV will be broadcast with a 16:9 (1.78:1) ratio; and most feature films are shot in at least a 1.85:1 ratio. IMUs have an aspect ratio of 6:5 (330x 250; 336 x 280; and 180 x 150).

**Aspirational** Media planning/market research expression often applied adjectivally to media which reflect the lifestyle aspirations of a particular consumer group.

Thus young homeowners may read magazines which reflect the lifestyles which they would like one day to experience; young male readers of a motoring magazine featuring fast cars may read it because they earnestly desire one day to own such a vehicle.

**ASPX** Microsoft active server page framework.

**Astra** The Astra satellites 1a, 1b and 1c transmit the majority of English language



TV stations. Sky TV has been broadcasting via Astra since February 1989.

**Attention** A stage of information processing in which the consumer focuses cognitive resources on, and thinks about, a message to which he or she has been exposed.

**Attitude** A fizzy drink, in current marketing-speak. Coca-Cola's marketing chief announcing its new drink Fruitopia (his italics): "It's not so much a product . . . as it is an attitude . . . an attitude about what people want from their beverages."

**Attitude scale** A series of adjectives, phrases or sentences about an object used by a subject to indicate his or her feelings towards the object.

**Attitude toward the ad** A message recipient's affective feelings of favorability or unfavorability toward an advertisement.

**Attractiveness** A source characteristic that makes him or her appealing to a message recipient. Source attractiveness can be based on similarity, familiarity, or likability.

**Attrition model** A model that predicts which customers are most likely to leave. Usually expressed as a percentage of likelihood.

**Attrition rate** The opposite of retention rate. The percentage of customers this year who are no longer buying next year.

**Audience** The number of persons or households exposed to a medium – regardless of whether they saw or heard the ad message. The audience size is based "paid subscribers" (print), "listeners" (radio), "viewers" (TV), or "site visits" (Internet).

**Audience accumulation** The process by which the total audience to a given flight

or campaign builds over time. Accumulated, or "CUME", audience is the sum total of different individuals exposed one or more times to an advertisement.

**Audience composition** The demographic profile expressed as a percentage of the total audience of a particular advertising vehicle.

**Audience duplication** The number of people who saw or heard more than one of the programs or publications in which an ad was placed.

**Audience segmentation** The process of dividing up or grouping a target audience based on common characteristics related to behaviors or predictors of behavior, such as geographic region, demographics, psychographics, and product usage. Audience segmentation helps to target media messages and key strategies.

**Audilog** A diary kept by selected audience members to record which television programs they watched, as a means of rating television shows.

**Audimeter** An electric measurement device that is hooked to a television set to record when the set is turned on and the channel to which it is tuned.

**Audio** What the viewer hears during the commercial, including spoken words, sound effects, and music.

**Audiotex** The use of the telephone and voice information services to market, advertise, promote, entertain, and inform consumers.

**Audiovisual (A/V)** Pertaining to the use of recordings, videos, slides, and other media for presentation.

**Audit bureau of circulations (ABC)** ABC is a non-profit organization supported



jointly by publishers, advertising agencies and advertisers with the purpose of verifying the circulation statements of member publishers.

**Audit** Third party validation of log activity and/or measurement process associated with Internet activity/advertising. Activity audits validate measurement counts. Process audits validate internal controls associated with measurement.

**Audit, media** A media audit consists of an assessment of the effectiveness of media planning and/or buying, normally involving comparison with similar or competitive campaigns.

It can be conducted in various ways, and measurements may be made against a variety of criteria. Most typically, a third party specialist media audit company will make comparisons between the cost-efficiency of an advertiser's TV or press campaign and data collected about market averages.

**Audited or authenticated circulation** The "Traffic Audit Bureau" is an independent organization made up of ad executives and advertisers. They audit outdoor plants around the country using standard measuring procedures for traffic counts. These numbers are eventually converted into DEC's (daily effective circulation). The process of reviewing advertising statistics for errors and making any needed adjustments for accuracy. This may occur anytime after an advertising campaign has begun, but usually occurs after the campaign is finished. Ideally performed by a 3rd party.

**Auditor** Third-party company that tracks, counts and verifies ad-banner requests or verifies a Web site's ad reporting system.

**Authority site** Noted search engine researcher Jon Kleinberg wrote a paper on Hubs and Authorities on the internet. It described a system that would count inbound and outbound links to identify central sites in a community.

**Auto bidding** Automatic setting of the maximum bid for the advertiser's keywords. As a result he/she may end up paying less for the click throughs. For example: If an advertiser 'XYZ', bids \$0.15 for a keyword and the nearest competitor bids 0.11, then the advertiser XYZ pays only \$0.12 for the click throughs. If the competitor raises bid to \$0.14 then the bid is automatically raised to \$0.15.

**Auto responder** A program which will respond to your email immediately with a pre-designed response. They're great for confirmation messages, but be careful not to rely on them too heavily.

**Autoclose** A banner that automatically closes within a certain time period of launching. The autoclose feature is becoming increasingly popular with interstitials.

**Auto-optimization** Manually changing a banner campaign over the internet. Auto-optimization can allow for changing the frequency of your banner rotation across a site, having it rotate on another site, or removing the banner altogether.

**Autosexing** A computer process for finding the sex and appending titles (Mr. Ms.) to a file of names.

**Avail (availability)** A break within normal network programming allotted to a local cable system for insertion of local commercials.

**Avail code** A code assigned to a program or time period for placing commercials on a

log and for keeping track of the number of commercials available to sell.

**Availability or avails** Advertising time on radio or television that is available for purchase, at a specific time.

**Avatar** A digital representation of a user in a virtual reality site.

**Average audience (AA)** The number of homes or persons tuned to a television program during an average minute, or the number of persons who viewed an average issue of a print publication.

**Average frequency** The average frequency achieved by an advertising campaign is an expression of the average number of times a particular campaign or advertisement will be seen or heard by an individual in the selected target audience for the campaign.

In visual media, the expression is synonymous with "average opportunity-to-see" (OTS) and in radio with "average opportunity-to-hear" (OTH).

If gross rating points and net coverage are calculated for a campaign, the average frequency can be calculated by dividing the ratings by the net coverage, eg for a 300 TVR campaign which is seen by 75%

of Adults, the average frequency is  $300/75 = 4.0$ .

**Average quarter hour** A broadcast term that reflects the number of people (of any age) listening or viewing during a typical 15-minute period.

**Average quarter hour figure (AQH)** The average number of persons listening to a particular station for at least five minutes during a 15-minute period. Used by Arbitron in measuring the size of radio audiences.

**Average quarter-hour rating** The average quarter-hour figure estimate expressed as a percentage of the population being measured. Used by Arbitron in measuring the size of radio audiences.

**Average quarter-hour share** The percentage of the total listening audience tuned to each station as a percentage of the total listening audience in the survey area. Used by Arbitron in measuring the size of radio audiences.

**Awareness stage** The beginning of the product adoption process, when individuals become aware that the product exists but have little information about it.

# B

**B/W** Abbreviation for “black & white” – An ad or other collateral material printed with black ink on white background.

**B2B (business to business)** B2B, or business-to-business, defines a business, often a web site, targeting other commercial entities rather than consumers. B2B web sites tend to generate significantly higher ad revenues than strictly consumer-oriented sites. Internet Ad Sales is a B2B web site, as the main target audiences of this site are professional, commercial web publishers and advertisers.

**B2C** Business to consumer.

**B2E** Business to employee.

**Baby boomers** The generation of Americans born between 1946 and 1964.

**Back end** As in phrase “back end analysis” refers to the results of actions with people who have responded to your initial offer.

**Back it** Describes a poster display in which the advertising message is illuminated from behind with fluorescent bulbs. Posters used in such displays are often printed on translucent plastic.

**Back of book** The section of a magazine following the main editorial section.

**Back to back** Running more than one commercial, with one following immediately after another.

**Backbone** That part of the Internet infrastructure consisting of high speed telecommunications lines that carry the bulk of Internet traffic to smaller regional networking companies and ISPs. If there is a problem on the backbone web pages and banner advertisements may not load as fast or at all.

**Backlinks** Backlinks are incoming links to a webpage. Backlinks are important for search engine optimization (SEO) because some search engines, give more credit to websites that have a good number of quality backlinks. Sites with better backlink counts usually rank better in SERPs.

**Backlit** Advertising structures that have illumination which sends light through the advertisement for higher visibility. Ads must be printed on special translucent surfaces.

**Badge** A square banner unit typically size at 125x125; often located on the corners of web pages.

**Bait & switch** The act of submitting one page to a search engine, waiting for the search engine to spider it, then replacing the page with another.

**Bait advertising** Advertising a product at a very low price, when it is difficult or even impossible to obtain the product for the price advertised.

**Balance of trade deficit** A situation where the monetary value of country's imports exceeds its exports.

**Bandwidth** (1) The transmission rate of a communications line or system, expressed either as cycles per second/hertz for analog lines, or as bits (bps) or kilobits per second (Kbps) for digital systems;

(2) Line speed;

(3) The amount of information that can be transmitted over communications lines at one time. How much information (text, images, video, sound) can be sent through a connection. Usually measured in bits-per-second. A full page of text is about 16,000 bits. A fast modem can move approximately 15,000 bits in one second. Full-motion full-screen video requires about 10,000,000 bits-per-second, depending on compression. The higher the bandwidth, the faster the Web page loads. Limited bandwidth is the main reason for keeping graphics on Web pages to as minimum file size as possible.

**Bandwidth competition** A bottleneck, however brief, when two or more files are simultaneously transmitted over a single

line. Unless the system is able to prioritize among the files, the effect is to slow delivery of each.

**Banner (advertising)** Three or more advertisers sharing a common theme or geographic location placed together under a common headline.

A display ad on a Web site. A banner is an advertising space which is considerably wider than it is deep.

The expression is used most commonly to describe certain poster sites at transport termini and graphic advertisements of a similar shape on internet web sites. A rectangular online advertisement in the form of a graphic image that runs across the top or bottom of a web page. Banner ads are historically GIF images. Many ads are animated GIFs since animation has been shown to be more effective. The standard banner is 468 pixels wide by 60 pixels high.

**Banner ad** A graphic image, usually a GIF or JPEG, that can be placed anywhere on a web page, most frequently centered across the top. The tile ad is a smaller counterpart, typically grouped with other tile ads along a side margin. The standard banner ad is 468 x 60 pixels; the most common size for tile ads is 125 x 125 pixels. A banner ad is a form of advertising on the World Wide Web. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking them to the web site of the advertiser. The advertisement is constructed from an image (GIF, JPEG), JavaScript program or multimedia object employing technologies such as Java, Shockwave or Flash, often employing

animation or sound to maximize presence. Images are usually in a high-aspect ratio shape. That is to say, either wide and short, or tall and narrow, hence the reference to banners. These images are usually placed on web pages that have interesting content, such as a newspaper article or an opinion piece.

The web banner is displayed when a web page that references the banner is loaded into a web browser. This event is known as an "impression". When the viewer clicks on the banner, the viewer is directed to the website advertised in the banner. This event is known as a "click through". In many cases, banners are delivered by a central ad server.

Many banner ads work on a click-through payback system. When the advertiser scans their logfiles and detects that a web user has visited the advertiser's site from the content site by clicking on the banner ad, the advertiser sends the content provider some small amount of money (usually around five to ten US cents). This payback system is often how the content provider is able to pay for the internet access to supply the content in the first place.

Web banners function the same way as traditional advertisements are intended to function: notifying consumers of the product or service and presenting reasons why the consumer should choose the product in question, although web banners differ in that the results for advertisement campaigns may be monitored real-time and may be targeted to the viewer's interests.

Many web surfers regard these advertisements as highly annoying

because they distract from a web page's actual content or waste bandwidth. Newer web browsers often include options to disable pop-ups or block images from selected websites. Another way of avoiding banners is to use a proxy server that blocks them, such as Privoxy. The first clickable web ad (which later came to be known by the term "banner ad") was sold by Global Net Navigator (GNN) in 1993.

Founded by O'Reilly and Associates, Global Net Navigator (GNN) was the first commercially supported web publication and one of the very first web sites ever. Dale Dougherty was GNN's developer and publisher. O'Reilly and Associates sold GNN to AOL in 1995 and the site was discontinued a few years later. The first web banner sold by HotWired, an important early pioneer in commercial web publishing started by Wired Magazine, was paid for by AT&T, and was put online on October 25, 1994.

HotWired was the first web site to sell banner ads in large quantities to a wide range of major corporate advertisers. Andrew Anker was HotWired's first CEO. Rick Boyce, a former media buyer with San Francisco advertising agency Hal Riney & Partners, spearheaded the sales effort for the company. When HotWired was sold to Lycos, Boyce became its Vice President of Sales. HotWired coined the term "banner ad" and was the first company to provide click through rate reports to its customers.

**Banner blocking** A software option to either view, or turn off the ability to view, banners on web sites.

**Banner burnout** When a banner's click through rate decreases over time. Measures the lasting power of a banner.



**Banner exchange** An alternative to banner ads, a banner exchange provides the potential to draw extra traffic to a web site through banner displays and is a good way to fill unsold or unprofitable inventory. The most common banner exchanges, such as LinkExchange, offer one banner display on some external web site in the network for every two banners displayed on one's own web site. Most banner exchanges use 468x60 pixel standard banners, although there are a few pop-up banner exchanges and skyscraper exchanges.

**Banner exchange network** A group of web sites who trade banners and links with each other. Space is made on your web site to display the group's banner and, in exchange, your banner is displayed on other member's sites. Banner exchanges on networks are usually free, but allow the least control of where you want your ad to be featured or what ads will be featured on your site.

**Banner or online** A banner ad is a stationary (though sometimes animated) advertisement on a nonrelated Web page that links to an advertiser's site or a landing page. Banners are the most common type of Web advertising, and they come in a broad variety of square and rectangular sizes. For instance, banner ads that are described as "skyscraper ads" are rectangular ads that are taller than they are wide. They generally run along the margins of a Web page.

**Banner rotation** Alternating more than one banner into purchased ad space or spaces over a set period of time.

**BAR (broadcasting advertiser reports)** An organization that monitors and reports on

network and selected spot TV and network radio commercial activity. The information is useful in determining competitive spending and scheduling patterns.

**Barrier to entry** Conditions that make it difficult for a firm to enter the market in a particular industry, such as high advertising budgets.

**Barter** The exchange of goods and services without the use of cash. The value of the barter is the dollar value of the goods and services being exchanged for advertising. This is a recognized form of revenue under GAAP (Generally Accepted Accounting Principles).

**Barter syndication** The offering of television programs to local stations free or at a reduced rate but with some of the advertising time presold to national advertisers. The remaining advertising time can be sold to local advertisers.

**Base** A group of individuals or items used as a standard of reference because their characteristics fall under a certain set of specifications; for example, adults age 25 to 54. This number will equal 100 percent.

**Basic cable** Cable TV channels that are typically packaged and made available to a wide number of subscribing households. Basic channels usually are advertiser-supported.

**Batch code** If you have received 10,000 replies to a mailing, you can update your master file with these replies in one batch. This is the fastest and cheapest way to update records. The opposite is On-Line updating.

**Baud rate** A measure of line transmission speed. 28.8 thousand baud is a good speed

for terminals and PC's connected to a marketing database. Speeds can go up to 56,000 or more.

**BBS (bulletin board system)** Software that enables users to log into e-mail, usenet and chat groups via modem.

**Beach advertising** Advertising panels affixed to lifeguard towers or other structures located at or near a beach.

**Beacon** A line of code placed in an ad or on a web page that helps track the visitor's actions, such as registrations or purchases. A web beacon is often invisible because it's only 1 x 1 pixel in size and has no color. Also known as web bug, 1 by 1 GIF, invisible GIF or tracker GIF.

**Beacon pages** A web page created to increase search engine rankings by increasing the number of "related" pages linking to your main web site. They take advantage of search engines' new emphasis on pages that have many links from related web sites in determining relevance to a search term. They are doorway pages with a different address.

**Behavioristic segmentation** A method of segmenting a market by dividing customers into groups based on their usage, loyalties, or buying responses to a product or service.

**Ben day process** A shading or dot pattern on a drawing.

**Benchmark measures** Measures of a target audience's status concerning response hierarchy variables such as awareness, knowledge, image, attitude, preferences, intentions, or behavior. These measures are taken at the beginning of an advertising or promotional campaign to determine the degree to which a target

audience must be changed or moved by a promotional campaign.

**Benefit segmentation** A method of segmenting markets on the basis of the major benefits consumers seek in a product or service.

**Benefits** The features of a product which are highlighted to customers in ads. there are only two true benefits: better and cheaper. An ad may highlight the supposed emotional benefits of owning a product (eg you'll be happier, more attractive)

**Best food day** Generally Wednesday or Thursday, the day when newspapers devote added space to food related ads and editorial.

**Beta (also called beta sp)** The videotape format most widely used for television broadcast and high quality video production. Digibeta is a newer digital form of Beta tape that is increasingly being used. This term has migrated from computer and software development, and it is usually used as "beta site." It means test site or test version. Beta is not the finally version of a product or web site, but it's close enough to show in public and work the bugs out.

**Better business bureau (BBB)** An organization established and funded by businesses that operates primarily at the local level to monitor activities of companies and promote fair advertising and selling practices.

**Beyond the banner** Online advertising units not involving standard GIF & JPEG banner ads. The ad units could be interstitials, streaming video ads, etc.

**BF** An abbreviation for boldface type.

**Big box** A rich media advertising box on a web page. This is exclusive to broadband service.

**Big idea** A unique or creative idea for an advertisement or campaign that attracts consumer's attention, gets a reaction, and sets the advertiser's product or service apart from the competition.

**Billboard** A large outdoor printed sign. Costs for a specific billboard are determined by the amount of traffic that passes its location, plus the board's size and visibility. An announcement (usually five seconds in length) identifying an advertiser at the beginning, end, or breaks of a broadcast.

A billboard or hoarding is a large outdoor signboard, usually wooden, found in places with high traffic such as cities, roads, motorways and highways. Billboards show large advertisements aimed at passing pedestrians and drivers. The vast majority of billboards are rented to advertisers rather than owned by them.

Typically showing large, witty slogans splashed with distinctive color pictures, billboards line the highways and are placed on the sides of buildings, peddling products and getting out messages. Billboards originally existed alongside and later largely replaced advertisements painted directly onto the sides of buildings or designed into roofs in shingle patterns.

Billboards are typically large wooden signs, with the larger ones typically 48'x14' or 24'x12' (width x height). The display is painted or printed on a vinyl sheet which is glued onto the board. Smaller 22'x10' and 20'6"x9' billboards display a series of thirty or twenty four printed posters

respectively to make up the sign. This format is cheaper to produce but has less visual impact.

Some modern billboards use a technique called tri-faced (also known as rotating or multi-message billboards). These billboards show three separate adverts in rotation using a mechanical system. They are made up of a series of triangular prisms arranged so that they can be rotated to present three separate flat display surfaces. The displays for these billboards are printed on strips of vinyl which are fixed to the faces of the triangular panels, with one strip from each of three different displays attached to each panel. In this way as the panels rotate and pause three unique signs can be displayed in the same space. These signs are thought to be more effective as the motion draws attention to the messages displayed.

Another popular form of mechanical billboard is the Scrolling billboard. These billboards are able to show up to 30 images per side using a roll-up, scrolling mechanism that is controlled by a computer. The images are printed on a special material that allows the images to be back lighted for night viewing. Many of these scrolling billboards are used on trucks for mobile applications and also mounted to fixed sign poles for permanent applications.

New billboards are being produced that are entirely digitized (using projection and similar techniques), allowing animations and completely rotating advertisements. Even holographic billboards are in use in some places.

Billboards can also be made mobile, either by mounting a traditional billboard onto

a trailer or flatbed truck, or by covering an entire vehicle in a “wrap” image. This is sometimes used in bus advertising, though it is more common to mount smaller “boards” on those vehicles. Billboard advertisements are designed to catch a person’s attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement after they have driven past it. They have to be readable in a very short time because they are usually read while being passed at high speeds. Thus there are usually only a few words, in large print, and a humorous or arresting image in brilliant color.

Some billboard designs spill outside the actual space given to them by the billboard, with parts of figures hanging off the billboard edges or jutting out of the billboard in three dimensions. Alongside highways are some of the most noticeable and prominent places billboards are situated, since passing drivers typically have little to occupy their attention so the impact of the billboard is greater. Billboards are often drivers’ primary way of finding out where food and fuel are available when driving on unfamiliar highways.

Many cities have high densities of billboards, especially in places where there is a lot of pedestrian traffic. Because of the lack of space in cities, these billboards are painted or hung on the sides of buildings and sometimes are even free-standing billboards hanging above buildings. Billboards on the sides of buildings create different stylistic opportunities, with artwork that incorporates features of the building into

the design e.g. using windows as eyes, or for gigantic frescoes that adorn the entire building.

Many groups have complained that billboards on highways cause too much clearing of trees and intrude on the surrounding landscape, with billboards’ bright colors, lights and large fonts making it hard to focus on anything else. Other groups believe that billboards and advertising in general contribute negatively to the mental climate of a culture by promoting products as providing feelings of completeness, wellness and popularity to motivate purchase. Rooftops in Athens had grown so thick with billboards that it was getting very difficult to see its famed architecture. In preparation for the 2004 Summer Olympics, the city embarked on a successful four-year project demolishing the majority of rooftop billboards to beautify the city for the tourists the games will bring, overcoming resistance from advertisers and building owners. These billboards were for the most part illegal, but had been ignored up to then.

Billboards have long been accused of being distracting to drivers and causing accidents. Signs with bright colors and eye-grabbing pictures may cause drivers to look away from the road during a crucial moment. Electronic, animated signs in particular have been singled out as a cause. Studies have also shown that billboards at junctions and on long stretches of highway may have a particularly detrimental effect on road safety. Not all billboards are used for advertising products and services—non-profit groups and government agencies use them to communicate with the public.



**Billings** The amount of client money agencies spend on media purchase and other equivalent activities. Billings are often as a way of measuring the size of advertising agencies.

**Bit** The smallest unit of data in a computer. A bit has a single binary value of either 0 or 1. There are eight bits in a byte.

**Bit rate** A measure of bandwidth which tells you how fast data is traveling from one place to another on a computer network. Bit rate is usually expressed in kilobits (100 bits) per second or Kbps.

**Bitmap** A computerized image made up of dots. Images are "mapped" directly from corresponding bits in memory (hence the name). Also referred to as paint format.

**Bitmap editing** In graphics programs, pixel editing/color control and automatic bitmap tracing.

**Black face or black letter** A type group that has straight thick and thin strokes meeting at acute angles, in imitation of priestly calligraphy. Old English and Fraktur are examples.

**Blanking** A white paper border surrounding the poster copy area.

**Blanking out** A white paper used to cover all or a portion of a poster design. Typically used to cover an ad that has expired until a new advertiser can be posted.

**Bleed** A facility for extending the area covered by a press advertisement to the very edge of the page on which it is printed.

The area can include the 'gutter', the area closest to the spine of the publication.

A charge of 5-10% is often shown on rate cards but nowadays this is most often waived. When the printed image extends beyond the finished size into the trim area. Or when colors are overlapped to guarantee adequate printed area, should the printing misregister.

**Bleed-through** A production difficulty where the previous design used on a structure can be seen through the current message. Can occur because of the kind of paper used, a chemical reaction of certain pigments, or because of excessive wetting from heavy rain.

**Blind link** A text or graphical hyperlink which does not clearly indicate where the hyperlink leads to.

**Blind traffic** Web visitor traffic that is generated using blind links.

**Blister** Air pockets on a board resulting from the separation of the paint or paper from the board.

**Blister pack** A display package in which clear plastic seals the product, which rests against a "backer" sheet, usually made of card stock.

**Block** The smallest reported unit in the 1990 U.S. Census. About 14 households in a block.

**Blog** A frequent, chronological publication of personal thoughts and Web links.

**Blow in card** An advertisement, subscription request, or other printed card "blown" into a print publication rather than bound into it.

**Blueline** Name given to a final proof from a printer. The proof includes a "blue color" line drawn on a mechanical to indicate where the finished page will be trimmed.



**Boards** Common name for Poster panels or Billboard bulletins.

**Body text or body copy** The text within a print advertisement that helps qualify or further explains the headlines or subheadlines. The main text of an advertisement, not including the headline or title.

**Boldface** Type with thick, heavy lines.

**Bonus impression** Additional ad impressions above the commitments outlined in the approved insertion order.

**Bonus packs** Special packaging that provides consumers with extra quantity of merchandise at no extra charge over the regular price.

**Bonus spot** A free announcement added to a schedule, most often to compensate for scheduling problems or to increase total volume of a package.

**Bonus weight time** Extra commercial time that stations provide free of charge. Stations sometimes grant this time to new advertisers, public service/nonprofit organizations, or advertisers purchasing large media buys. The bonus time may be either during the same day part as the purchased time or may be fit in where time is available.

**Book** A talent agency's listing, with pictures of actors and models.

**Booked space** Website advertising space that is already sold or otherwise unavailable to receive new campaign commitments.

**Booking** A scheduling of the talent and staff that will work on a shoot or photo session.

**Bookmark** A bookmark is an easy way to find your way Back to a web site – just

like a real bookmark helps you keep your place in a book you are reading. A bookmark is also a thin marker, commonly made from paper or leather, used to keep one's place in a printed work and so be able to return to it with ease at some time in the future. This term is being reused in various modern software applications, such as word processors, and most notably, the Internet.

As the first printed books were quite rare and valuable, it was determined early on that something was needed to mark one's place in a book without causing its pages any harm. Some of the earliest bookmarks were used at the end of the sixteenth century, and Queen Elizabeth I was one of the first to own one. Modern bookmarks are available in a huge variety of materials with a multitude of designs and styles from which to choose.

By the 1860s attractive machine-woven markers were being manufactured, mainly in Coventry, the centre of the silk-ribbon industry. One of the earliest was produced by J.&J. Cash to mark the death of the Prince Consort in 1861. Thomas Stevens of Coventry soon became pre-eminent in the field and claimed to have nine hundred different designs.

Bookmarks produced by Thomas Stevens are called Stevengraphs. Stevengraphs first appeared around 1862. Woven silk bookmarks were very appreciated gifts in Victorian days and Stevens seemed to make one for every occasion and celebration. One Stevengraph read: All of the gifts which haven bestows, there is one above all measure, and that's a friend midst all our woes, a friend is a found treasure to thee I give that sacred name,

for thou art such to me, and ever proudly will I claim to be a friend to thee.

Most nineteenth-century bookmarks were intended for use in bibles and prayer books and were made of ribbon or woven silk. By the 1880s the production of woven silk markers was declining and printed markers made of stiff paper or card began to appear in significant numbers. This development paralleled the wider availability of books themselves, and the range of available bookmarkers soon expanded dramatically.

Bookmarks are pointers built-in to the various Internet web browsers. Bookmarks have been incorporated into almost every browser since the Mosaic browser and are normally stored on the software client. A folder metaphor may be used for organization. Various shareware utilities and server-side web utilities have been developed to better manage bookmarks, yet none has gained widespread acceptance. The bookmarks within Internet Explorer, created by Microsoft, are called Favorites (or Favourites for those who have chosen the relevant language option). By virtue of the large proportion of people using Internet Explorer, the term Favorite has become virtually synonymous with bookmark in this respect.

Also, in Mosaic web browser (and in old versions of Opera), bookmarks are called Hotlists, though this term is not widespread, due to the limited popularity of Mosaic. The most recent development in internet bookmarks was the introduction of live bookmarks by Mozilla Firefox in 2004. Utilizing Web feeds, live bookmarks sit in the bookmarks menu or

sidebar like any other, but contain a regularly updated list of links to recent articles supplied by a news site or weblog. Also, there are some browser independent web based bookmarks managers like Bookmarkor Maxigate for example.

**Boomer babble** Jargon used by ad-exec's seeking to reach the rich "baby-boomers" born between the war and the mid-1960s. In New York, one baby-boom analyst has launched a monthly Boomer Report, with features on older vanguard boomers and their children - echo boomers, part of the post-boomer birth dearth generation.

**Bot** Abbreviation for robot (also called a spider). It refers to software programs that scan the web. Bots vary in purpose from indexing web pages for search engines to harvesting e-mail addresses for spammers.

**Bounce** What happens when e-mails are returned to the mail server as undeliverable.

**Bounce back** The practice of sending another identical (or similar) catalog back to someone who has just ordered something from one of your catalogs.

**Bounce back coupon** A coupon offer made to consumers as an inducement to repurchase the brand.

**Boutique** An agency that provides a limited service, such as one that does creative work but does not provide media planning, research, etc. Usually, this refers to a relatively small company.

**BPS (bits per second)** (BPS) Is a measurement of how much data, called bits, can be transferred through a network connection in one second. When the

amount goes over 100,000 bps it will often be shorted to 1 mega bit per second (mbps).

**Brainstorming** In recent years, the word brainstorming has lost its meaning in common use. People typically use it as a synonym for “talking in a group.” Brainstorming is a highly structured process to help generate ideas. It is based on the principle that you as an individual cannot generate and evaluate ideas at the same time. To use brainstorming, you must first gain agreement from the group to try brainstorming for a fixed interval (e.g. six minutes). Do not brainstorm for long periods. Ten minutes is usually sufficient. To make brainstorming work, you need a “facilitator.” This person: (a) Does not introduce ideas (concentrates only on helping the group follow the rules).

- (b) Records ideas.
- (c) Encourages quantity of ideas.
- (d) Reminds group not to evaluate (either favorably or unfavorably).
- (e) Encourages wild, outside-the-box ideas.

Research on brainstorming has shown that people get better at brainstorming as they gain experience with it. But it also shows that a group will be even more effective by using brain-writing.

**Brainwriting** Group members take a short time interval, say 7 to 10 minutes, and write all of the solutions they can think of for a given problem. The ideas are collated. This procedure is more effective than brainstorming.

**Brand** In an age where products are bought, rather than sold buyers make their choices

according to brand identity, relying on the endorsement of a product that is provided by the brand name. A brand offers a form of guarantee, a set of ready made values attached to a product that we too can adopt upon purchase. In marketing, a brand is the symbolic embodiment of all the information connected with a company, product or service. A brand typically includes a name, logo, and other visual elements such as images, fonts, color schemes, or symbols. It also encompasses the set of expectations associated with a product or service, which typically arise in the minds of people. Such people include employees of the brand owner, people involved with distribution, sale or supply of the product or service, and ultimately consumers.

In other contexts the term “brand” may be used where the legal term trademark is more appropriate. Some marketers distinguish the psychological aspect of a brand from the experiential aspect. The experiential aspect consists of the sum of all points of contact with the brand and is known as the brand experience. The psychological aspect, sometimes referred to as the brand image, is a symbolic construct created within the minds of people and consists of all the information and expectations associated with a product or service. The approach to brand building considers the conceptual structure of brands, businesses and people.

Marketers seek to develop or align the expectations comprising the brand experience through branding, so that a brand carries the “promise” that a product or service has a certain quality or characteristic which make it special or

unique. A brand image may be developed by attributing a “personality” to or associating an “image” with a product or service, whereby the personality or image is “branded” into the consciousness of consumers. A brand is therefore one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace. The art of creating and maintaining a brand is called brand management. You’re creating the story.

A brand, which is widely known in the marketplace, acquires brand recognition. Where brand recognition builds up to a point where a brand enjoys a mass of positive sentiment in the marketplace, it is said to have achieved brand franchise. One goal in brand recognition is the identification of a brand without the name of the company present. Disney has been successful at branding with their particular script font.

Brand equity measures the total value of the brand to the brand owner, and reflects the extent of brand franchise. The term brand name is often used interchangeably with “brand”, although it is more correctly used to specifically denote written or spoken linguistic elements of a brand. In this context a “brand name” constitutes a type of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect proprietary rights in relation to a brand name through trademark registration.

The act of associating a product or service with a brand has become part of pop culture. Most products have some kind of

brand identity, from common table salt to designer clothes. In non-commercial contexts, the marketing of entities which supply ideas or promises rather than product and services (eg. political parties or religious organizations) may also be known as “branding”.

Consumers may look on branding as an important value added aspect of products or services, as it often serves to denote a certain attractive quality or characteristic. From the perspective of brand owners, branded products or services also command higher prices. Where two products resemble each other, but one of the products has no associated branding (such as a generic, store-branded product), people may often select the more expensive branded product on the basis of the quality of the brand or the reputation of the brand owner.

Industrialization moved the production of many household items, such as soap, from local communities to centralized factories. When shipping their items, the factories would literally brand their logo or insignia on the barrels used, which is where the term comes from. These factories, generating mass-produced goods, needed to sell their products to a wider market, to a customer base familiar only with local goods. It quickly became apparent that a generic package of soap had difficulty competing with familiar, local products. The packaged goods manufacturers needed to convince the market that the public could place just as much trust in the non-local product. Around 1900, James Walter Thompson published a house ad explaining trademark advertising. This was an early commercial

explanation of what we now know as branding.

Many brands of that era, such as Uncle Ben's rice and Kellogg's breakfast cereal furnish illustrations of the problem. The manufacturers wanted their products to appear and feel as familiar as the local farmers' produce. From there, with the help of advertising, manufacturers quickly learned to associate other kinds of brand values, such as youthfulness, fun or luxury, with their products.

**Brand attitude** A consumer's particular impression of a brand, formed by emotions and logic or cognitive beliefs.

**Brand awareness** The consumer's ability to identify a manufacturer's or retailer's brand in sufficient detail to distinguish it from other brands.

**Brand building** Developing a brand's image and standing with a view to creating long term benefits for brand awareness and brand value.

**Brand development index (BDI)** An index that is calculated by taking the percentage of a brand's total sales that occur in a given market as compared to the percentage of the total population in the market.

**Brand equity** A positive image established through name recognition.

**Brand essence** A way of summing up the significance of the brand to stockholders and consumers alike of the brand in one simple sentence

**Brand extension strategy** The strategy of applying an existing brand name to a new product.

**Brand image or brand identity** The personality of a brand, including all

graphic elements that make a brand's communications consistent and distinctive.

**Brand loyalty** Preference by a consumer for a particular brand that results in continual purchase of it.

**Brand managers** Most packaged goods companies organize themselves by brand. The brand manager is responsible for advertising, marketing and sales of the product. The brand manager is typically the main obstacle to database marketing which is customer focused rather than product focused.

**Brand name** A name selected by the advertiser to identify a product to the consumer, and to set apart from all other products. Several product variations may exist within a designated brand.

**Brand personality** Marketeers can describe their brand as though it were a person, with likes and dislikes and certain behaviour.

**Brand purchase intention** The consumer's decision and efforts to purchase the particular product.

**Brand slogan** A public way of identifying the brand for consumers - often associated with a logo.

**Branding** A school of advertising that says, "If the consumer has heard of us, we've done our job." Fortunately for agencies, brand value is extremely difficult to measure, so branding campaigns can be easily defended with grandiose predictions of future glory. A traditional advertising method used to create an acquired response from a target audience based on cumulative impressions and positive reinforcement. These ads are not



purchase for the sole purpose generating a click or visitor. They are geared towards increased product or company name awareness and lifelong customers.

**BRC or BRE** Business reply card or business reply envelope.

**Bridge** Transition from one scene to another, in a commercial or program.

**Brief** The outline of a campaign's purpose given to the agency by the client. The brief is then developed further by the agency for internal use.

**Brightness** Refers to the dimension of dull to bright. Brightness is determined by the intensity of the light source illuminating the object. Thus, while lightness is a property of an object, brightness is determined by the amount of illumination cast upon the object. The eye is differentially sensitive to different wavelengths; so as the intensity of illumination increases, different wavelengths in the reflected light become perceivable, thus causing the sensation of a change of color. It is important to note that, whereas lightness and brightness are distinguishable characteristics of a printed hard copy, the nature of a color display does not allow lightness and brightness to be varied independently. (M)

**Broad match** This is the default option. When you include keyword phrases – such as *tennis shoes* – in your keyword list, your ads will appear when users search for *tennis* and *shoes*, in any order – and possibly along with other terms.

Your ads may also automatically show for expanded matches, including synonyms and plurals. This means that Google will analyze your keyword list, ad text, and

millions of daily Google search queries, and show your ads for relevant terms and variations (such as *tennis sneakers*), even if you didn't include these terms in your keyword list.

Broad matches are often less targeted than exact or phrase matches. If you decide to run your ads on broad-matched keywords, we recommend creating keyword phrases containing at least two descriptive words.

**Broadband** Broadband or wideband cable systems consist of coaxial and fibre optic cables which have a very large capacity and can carry a wide range of TV channels (eg 30 or more) and other services (such as telephony and security services) simultaneously.

Importantly, they also carry 'return' signals, which allow users to partake of interactive services, such as online shopping, banking, etc. Broadband in general electronics and telecommunications is a term, which refers to a signal, or circuit which includes or handles a relatively wide range of frequencies. Broadband is always a relative term, understood according to its context. The wider the bandwidth, the more information can be carried. In radio, for example, a very narrowband signal will carry Morse code; a broader band will carry speech; a yet broader band is required to carry music without losing the high audio frequencies required for realistic sound reproduction. A television antenna described as "normal" may be capable of receiving a certain range of channels; one described as "broadband" will receive more channels. In data communications a modem will transmit

a bandwidth of 64 kilobits per seconds (kbps) over a telephone line; over the same telephone line a bandwidth of several megabits per second can be handled by ADSL, which is described as broadband. Broadband in data communications may have the same meaning as above, so that data transmission over a fibre optical cable would be referred to as broadband as compared to a telephone modem operating at 600 bits per second.

However, broadband in data communications is frequently used in a more technical sense to refer to data transmission where multiple pieces of data are sent simultaneously to increase the effective rate of transmission, regardless of actual data rate. In network engineering this term is used for methods where two or more signals share a medium. Various forms of Digital Subscriber Line service are broadband in the sense that digital information is sent over one channel and voice over another channel sharing a single pair of wires. Analog modems operating at speeds greater than 600 bit/s are technically broadband. They obtain higher effective transmission rates by using multiple channels with the rate on each channel limited to 600 baud. For example, a 2400 bit/s modem uses four 600 baud channels.

Communications may utilise a number of distinct physical channels simultaneously; this is multiplexing for multiple access. Such channels may be distinguished by being separated from each other in time, in carrier frequency or, or in access method. Each channel that takes part in such a multiplexing exercise is by definition narrowband (because it is not utilising the whole bandwidth of the

medium), whereas the whole set of channels taken together and utilised for the same communication could be described as broadband.

While many lower rate forms of data transmission, such as analog modems above 600 bit/s, are broadband, broadband has been more closely associated with higher data rate forms of broadband data transmission such as T-carrier and Digital Subscriber Lines. Therefore, the word "broadband" has also come to mean a relatively high rate, while the term "narrowband" is used to mean a relatively low rate. It is now quite common to hear a broadband method such as a 9600 bit/s modem described as "narrowband", while a high rate baseband transmission such as 10BASE-T is described as "broadband". The International Telecommunication Union Standardization Sector recommendation I.113 has defined broadband as a transmission capacity that is faster than primary rate ISDN, at 1.5 to 2 Mbit/s. However speeds of 256 kbit/s and greater are commonly marketed as "broadband" and this convention is held to by policy makers and ISPs alike.

**Broadcast media** Media that use the airwaves to transmit their signal and programming. Radio and television are examples of broadcasting media.

**Broadsheet** National or local/regional newspaper which is approximately 56cms in depth, compared with the 36cms depth of 'tabloids'.

In the national press sector, the broadsheet format is used nowadays used exclusively by quality ('upmarket') newspapers.

**Broadside** A promotion that is printed on a single large sheet of paper, usually on only one side of the paper, as opposed to a tabloid or other off-size newspaper.

**Brochure** A folded leaflet with an advertising or promotional message.

**Brokerage commission** The commission (usually 20%) paid by a list owner to a broker to handle the rental of a list.

**Browser** A computer software program that enables one to access and view text or graphical web pages on the world wide web (WWW). Two popular browsers include the Microsoft Internet Explorer and Netscape Navigator. An application used to view information from the Internet. Browsers provide a user-friendly interface for navigating through and accessing the vast amount of information on the Internet.

**Browser caching** To speed surfing, browsers store recently used pages on a user's disk. If a site is revisited, browsers display pages from the disk instead of requesting them from the server. As a result, servers under-count the number of times a page is viewed.

**Browsing** A term that refers to exploring an online area, usually on the World Wide Web.

**BTF** Below the fold.

**Buffering** When a streaming media player saves portions of a streaming media file until there is enough information for the stream to begin playing.

**Bugs** Errors that crop up in software. Caused by inability of programmers to predict all possible ways that the code in their programs will be used to process data.

**Build link** Build link popularity by finding quality links from authority sites to help your ranking

**Build up approach** A method of determining the budget for advertising and promotion by determining the specific tasks that have to be performed and estimating the costs of performing them.

**Bulldog** Earliest Sunday edition, printed Friday evening for early Saturday distribution to retail outlets.

**Bulldog edition** An edition of a print publication that is available earlier than other editions. Usually, this is the early edition of a large circulation newspaper.

**Bulletins** Common name for traditional billboards which measure 14 x 48 feet. Copy is produced primarily by two methods: painting directly on the surface or posting vinyl with the advertising message pre-printed digitally. A bulletin board is a place where people can leave public messages, for example, to advertise things to buy or sell, announce events, or provide information. Bulletin boards are often made of a material such as cork to facilitate addition and removal of messages or it can be placed on the computer so people can leave and erase messages for other people to read and see.

Bulletin boards are particularly prevalent at universities. Many sport dozens, if not hundreds or thousands of public bulletin boards, used for everything from advertisements by extracurricular groups and local shops to official notices. Dormitory corridors, well-trafficked hallways, lobbies, and freestanding kiosks often have cork boards attached to facilitate the posting of notices. At some

universities, lampposts, bollards, trees, and walls often become impromptu poster sites in areas where official boards are sparse.

Other meanings of "bulletin board" include computerized bulletin boards, also known as bulletin board systems, have been popular for many years. The term is also used to mean an Internet forum. framework.

**Bumper sticker** An advertising strip attached to an automobile bumper.

**Buried position** Placing an ad between other ads in a print publication, so that readers are less likely to see it.

**Burke test** A method of posttesting television commercials using a day-after recall test (now known as ASI Recall Plus Test)

**Burst** A short, concentrated advertising campaign. Most often, though not exclusively, applied to TV and radio.

**Bus card** An advertising poster attached to the side or back of a bus.

**Bus king** A type of outdoor transit advertising designed for the outside of buses.

**Bus shelter** A type of transit advertising designed for the shelters at bus stops. Can also be used inside or outside train stations.

**Business reply card (B.R.C.)** A preprinted postcard enabling direct mail recipients to respond easily. Direct mail offers that include BRCs have a much higher response rate.

**Business to business advertising** A program of advertising and collateral

materials directed at business, rather than consumer, audiences.

**Business to Business** Expression describing a type of advertising campaign or medium by means of which businesses communicate with other businesses.

This type of advertising contrasts with consumer advertising, as the prime targets of business-to-business media and campaigns are companies or individuals with certain responsibilities within companies.

There are a number of major sub-categories of business-to-business advertising, including corporate, announcement, sales support and lead generation, although some commentators have suggested that corporate advertising should not be regarded as a form of business-to-business.

**Button** (1) clickable graphic that contains certain functionality, such as taking one someplace or executing a program;

(2) buttons can also be ads. A button is a type of graphic Internet ad smaller than the traditional full-size ad banner. It is normally placed on the sides of the web pages or within suitable text. Two common button ad sizes are 120 x 90 pixels and 120 x 60 pixels. Button is the term used to reflect an Internet advertisement smaller than the traditional banner. Buttons are square in shape and usually located down the left or right side of the site.

**Button ad** A graphical advertising unit, smaller than a banner ad, typically measuring 120 x 90 pixels.

**Buy back allowance** A certain sum of money given to a purchaser for each unit bought after an initial deal is over.

**Buyer Agent** who purchases media time for an advertiser.

**Buyer's guide to outdoor advertising** A rate and panel allotment source for out of home media. Presently published twice annually by CMR under the auspices of the OAAA.

**Buying allowance** A temporary price reduction given to resellers who purchase specified quantities of a product.

**Buying behaviour** The decision process and actions of people involved in buying and using products.

**Buying center** A committee or group of individuals in an organization who are

responsible for evaluating products and services and making purchase decisions.

**Buying service** A consultant who provides the service of planning and buying media space (print) and time (broadcast). Usually provides no creative or production services.

**Buzzword** A word or phrase that takes on added significance through repetition or special usage. "Customer Retention Program" has become a buzzword among retailers.

**Byte** A unit of computer memory. One letter or number is a byte. A byte is usually composed of eight bits.





# C

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**Cable modem** A device that permits one-way or two-way high speed data communication over a cable television system for purposes such as Internet access .

**Cable original** A program, such as a movie or series that is originally produced and premiered by a cable network. The quality of cable originals has led to a dramatic shift in audience to cable.

**Cable system** The local operation that distributes cable TV channels, usually over a combination of fiber optic and coaxial wires, to subscribing households.

**Cable television** A form of television where signals are carried to households by wire rather than through the airways. Cable television is a system of providing television, FM radio programming and other services to consumers via radio frequency signals transmitted directly to people's televisions through fixed optical fibers or coaxial cables as opposed to the over-the-air method used in traditional television broadcasting (via radio waves) in which a television antenna is required.

It is most commonplace in Canada, the United States, Europe, Australia and East Asia, though it is present in many other countries, mainly in South America and the Middle East. In Africa, cable TV has had little success, as it is not cost-effective to lay cables in sparsely populated areas, and although so-called "wireless cable" or microwave-based systems are used, "direct-to-home" satellite television is far more popular, especially in South Africa.

Technically, both cable TV and CATV involve distributing a number of television channels collected at a central location (called a headend) to subscribers within a community by means of a network of optical fibers and/or coaxial cables and broadband amplifiers. As in the case of radio broadcasting, the use of different frequencies allows many channels to be distributed through the same cable, without separate wires for each. The tuner of the TV, VCR or radio selects one channel from this mixed signal.

The same program is often simultaneously broadcast by radio and distributed by cable, usually at different

frequencies. Other programs may be distributed by cable only; rules restricting content (e.g. regarding nudity and pornography) are often more relaxed for cable than for over-the-air TV. Traditional cable TV systems worked strictly by way of analog signals (i.e. using standard radio waves) but many modern cable TV systems also employ the use of digital cable technology, which uses compressed digital signals, allowing them to provide many more channels than they could with analog alone.

Many cable television systems were formerly known as CATV (Community Antenna Television) systems as they were originally composed simply of a shared antenna located in a high location to which multiple households could have their TVs connected via coaxial cable. This was designed to provide access to television signals in areas where reception was traditionally poor. As cable-only networks began to appear on CATV systems, picked up via satellite rather than by antenna, the use of the term CATV has largely faded and the term cable television has taken its place.]

Cable television programming is often divided between basic and premium programming. Basic cable TV networks are generally transmitted without any scrambling or other special methods and thus anyone connected to the cable TV system can receive them. Basic cable networks receive at least some funding through fees paid by the cable TV systems for the right to include the network in its channel lineup. Most basic cable TV networks also include advertising to supplement the fees, due to their

programming cost being greater than the fees paid by cable TV systems. Premium cable refers to networks, such as HBO and Showtime, that scramble or encrypt their signals so that only those paying additional monthly fees to their cable TV system can legally view them (via the use of cable box). Because these networks command much higher fees from cable TV systems, their programming is generally commercial free.

There are several features of cable programming that distinguish it from broadcast television. Because cable television carries more bandwidth than broadcast TV (10 to 20 times as many channels), there is room for more specialized channels catering to particular demographics or interests. Also, because cable TV networks rely much less, or in some cases not at all, on revenue from commercials, they can feature programming (such as specialty sports or programming in foreign languages) that draws much smaller viewer numbers than what broadcast networks would find acceptable. And finally, since cable TV channels cannot be viewed by those (e.g., children) without the proper equipment, the FCC's rules regarding acceptable content do not apply to cable TV networks, allowing greater freedom in the use of language, nudity, and violence.

The lack of restrictions on content has led to cable TV programs with more adult-oriented content such as nudity and strong language, including some premium cable networks broadcasting soft-core porn programs. Premium cable networks have traditionally been the loosest with regard to content, since they require a cable box

to view, making it easier to restrict children's access to them. Thus, one can find nudity, foul language, and even soft-core pornography on these networks, though, so far, not hard-core pornography, possibly due in part to such factors as the risk of cable TV systems dropping them or legal risk. Basic cable, on the other hand, has not traditionally been as loose with regard to content. While there are no FCC rules that apply to content on basic cable networks, because most such networks rely at least partly on advertising revenue, they have buckled to pressure from advertisers to keep their content more in line with that of broadcast TV. Thus, many basic cable networks voluntarily censor their programs, particularly with regard to language and nudity. In recent years though, some basic cable networks have begun to relax their self-imposed restrictions, particularly late at night.

There has been a recent push to create laws that force cable providers to allow consumers to purchase individual cable TV channels "a la carte," i.e. to allow them to pick and choose which channels they would like to have available in their homes. This is not likely to occur until digital cable television becomes popular, although technically, analog cable television would be sufficient if all channels were scrambled, as it is very difficult to notch out individual channels from a cable TV line without scrambling. For example, many cable providers have a "basic plan" consisting of local channels and a few national cable networks; and an "economy basic" plan consisting of local channels only. Both plans are supplied on the same cable, but the cable

company can filter out the expanded channels to the "economy basic" subscribers using a low-pass filter which filters out higher channels. Notch filters are available which can filter out a "notch" of channels (for example, channels 45-50 can be "notched" out yet the subscriber can receive channels below 45 and higher than 50). However, to do this individually for a single subscriber who wants many "notches," would be very difficult unless a scrambling system is used requiring a set-top box. These problems are alleviated with the use of digital cable, which requires a set-top converter box. This converter can be programmed remotely to allow or disallow access to channels on an individual basis. The use of IPTV (i.e., delivery of television over an internet or IP-based network) makes it even easier, since the provisioning of channels can be fully automated.

Cable TV systems impose a monthly fee depending on the number and perceived quality of the channels offered. Cable TV subscribers are offered various packages of channels one can subscribe to. The cost of each package depends on the type of channels offered (basic vs. premium) and the quantity. These fees cover the fees paid to individual networks for the right to carry their network as well as the cost of operating and maintaining the cable TV system so that their signals can reach subscribers homes. Additional fees and taxes are often tacked on by local, state, and federal governments. The fee the cable TV system must pay to a cable TV network will vary depending on whether it is a basic or premium channel and the perceived popularity of that channel. Because cable TV systems are not required

to carry any basic cable channels, they often try and negotiate the fee they will pay for carrying a channel. Thus more popular networks have been able to command much higher fees than less popular networks. Most cable systems divide their channel lineups into three or four basic channel packages. A must-carry rule requires all cable TV systems to carry local broadcast stations on their lineups. Cable TV systems are also required to offer a subscription package that provides these broadcast channels at a lower rate than the standard subscription rate. The basic programming package offered by cable TV systems is usually known as basic cable and provides access to a large number of basic cable TV networks, as well as broadcast channels, and local-access television channels. Some systems refer to this package as expanded basic, with their most minimal package being referred to as basic cable. In addition to the basic cable packages, all systems offer premium channel add-on packages offering either just one premium network (e.g. HBO) or several premium networks for one price (e.g. HBO and Showtime together). Finally, most cable systems offer pay-per-view channels where users can watch individual movies, live programs, sports, etc. for an additional fee for single viewing at a scheduled time. Some cable systems have begun to offer on-demand programming, where customers can select programs from a list of offerings including recent releases of movies, concerts, sports, and reruns of TV shows and specials and start the program whenever they wish, as if they were watching a DVD or a VHS tape. Some of the offerings have a cost similar to renting a movie at a video store while others are free.

Coaxial cables are capable of bi-directional carriage of signals as well as the transmission of large amounts of data. Cable television signals use only a portion the bandwidth available over coaxial lines. This leaves plenty of space available for other digital services such as broadband internet and cable telephony. Unlike North America, many cable operators in Europe have already introduced telephone services, which operate just like existing fixed line operators. Broadband internet is achieved over coaxial cable by using cable modems to convert the network data into a type of digital signal that can be transferred over coaxial cable. One problem with some cable systems is the older amplifiers placed along the cable routes are unidirectional thus in order to allow for uploading of data the customer would need to use an analog modem to provide for the upstream connection. This limited the upstream speed to 56k and prevented the always-on convenience broadband internet typically provides. Many large cable systems have upgraded or are upgrading their equipment to allow for bi-directional signals, thus allowing for greater upload speed and always-on convenience, though these upgrades are expensive.

**Cache** A file on the client computer or corporate/Internet Service Provider (ISP) server that stores (caches) Web pages for display in the browser. This speeds page viewing because pages are downloaded to the client computer from a local computer vs. having to download from the Web. Often used by corporations and ISPs where many people use a common gateway to view the same Web pages.

**Cache ad impression** The delivery of an advertisement unit to a browser from local cache or a proxy server's cache. When a user requests a page that contains a cached ad, the ad is obtained from the cache and displayed.

**Cache busting** The process by which sites or servers serve content or HTML in such a manner as to minimize or prevent browsers or proxies from serving content from their cache. This forces the user or proxy to fetch a fresh copy for each request. Among other reasons, cache busting is used to provide a more accurate count of the number of requests from users.

**Caching** The process of copying a Web element (page or ad) for later reuse. On the Web, this copying is normally done in two places: in the user's browser and on proxy servers. When a user makes a request for a Web element, the browser looks into its own cache for the element; then a proxy, if any; followed by the intended server. Caching is done to reduce redundant network traffic, resulting in increased overall efficiency of the Internet.

**Call center** The word for an inbound telephone division in a company. The operators are called agents. The call center uses an ACD (automatic call distributor) to manage the calls efficiently.

**Call to action** A banner with some type of feature that is meant to generate an intended response by the viewer. A call to action could involve the choice of wording inside the banner or the end result of an animated piece. The intended result could be simply clicking on the banner, or it could involve a subscription,

registration or purchase. A call-to-action banner is the opposite of a passive banner.

**Call tracking** Keeping track of what happened to customer calls.

**Camera ready** Finished art or printed matter that is ready as-is to be published. Also referred to as a complete velox, complete art, or glossy. Artwork that is finished to the point of being ready to be turned-over to the printer or publisher.

**Campaign** An advertising effort on behalf of a particular product, service, or issue that lasts for a specified period of time; is intended to generate specific outcomes or effects; and targets a relatively large number of people. A single campaign generally is based around a common theme and target audience, and often includes ads in several media types. In addition to referring to the advertising effort, campaign can also refer to the set of materials used.

**Cancellation date** One of the terms of business of most media, whereby a space or airtime booking must be cancelled on or before a certain fixed date or time period before the appearance or transmission of an advertisement. If an advertiser wishes to cancel his booking, he must do so by the cancellation date; otherwise the media owner will normally be entitled to run the ad. or impose a premium for cancelling it. Note that in some cases bookings made after the cancellation date is passed become non-cancellable immediately at the time of booking.

**Cancellation period** A specified period of time when a contract can be terminated. Most outdoor contracts are non-cancelable.



- Capital** Larger letters, often called upper case letters, and used as initial letters or in headlines. (caput is latin for "head.")
- Caption** (1) An advertisement's headline;  
(2) The text accompanying an illustration or photograph.
- Captioned photograph** A photograph with a brief description explaining its content.
- Car cards** Advertising displays of various sizes posted in buses, subways, and commuter trains.
- Card rate** Usually the highest rate charged by broadcast media or print publications. Published as a printed rate card, or price sheet, with any discounts calculated as a percent of the "card rate."
- Carryover effect** A delayed or lagged effect whereby the impact of advertising on sales can occur during a subsequent time period.
- CARU (the children's advertising review unit)** Division of the Council of Better Business Bureaus that reviews advertising and promotional material directed at children in all media.
- Cascading style sheets (CSS)** A data format used to separate style from structure on Web pages.
- Case rate** A method for setting advertising budgets (also known as 'per case allowance') according to which a fixed sum for advertising is arrived at based on a forecast of unit sales over the next year. For an excellent account of other methods and other aspects of budget setting. *The Advertising Budget*, (Henley-on-Thames: NTC Publications Ltd., 1989).
- Cash discount** A discount allowed by print media, usually 2% of the net, to encourage prompt payment (e.g., within 10 days)
- Catalog** An illustrated booklet listing products or services available.
- Catch all** A program that allows any email sent to your domain to go to a particular email address. That allows any email sent to a misspelled or unused username will still get to a person who can deal with them.
- Catchline** Key words that identify the main subject or merchandise in an ad. Examples: air conditioners rugs, or rings. (Avoid using the word SALE alone as the catchline.).
- Category development index (CDI)** An index that is calculated by taking the percentage of a product category's total sales that occur in a given market areas as compared to the percentage of the total population in the market.
- Category extension** The strategy of applying an existing brand name to a new product category.
- Category management** An organizational system whereby managers have responsibility for the marketing programs for a particular category or line of products.
- Category need** The consumer's perception of his or her need for a product in a certain category.
- CATV (Community Antenna TV)** In CATV Signals are delivered by coaxial cable wiring, usually improving the quality of reception and increasing programming possibilities via expansion of receiving channels. Cable television is a system of providing television, FM radio programming and other services to consumers via radio frequency signals

transmitted directly to people's televisions through fixed optical fibers or coaxial cables as opposed to the over-the-air method used in traditional television broadcasting (via radio waves) in which a television antenna is required.

It is most commonplace in Canada, the United States, Europe, Australia and East Asia, though it is present in many other countries, mainly in South America and the Middle East. In Africa, cable TV has had little success, as it is not cost-effective to lay cables in sparsely populated areas, and although so-called "wireless cable" or microwave-based systems are used, "direct-to-home" satellite television is far more popular, especially in South Africa.

Technically, both cable TV and CATV involve distributing a number of television channels collected at a central location (called a headend) to subscribers within a community by means of a network of optical fibers and/or coaxial cables and broadband amplifiers. As in the case of radio broadcasting, the use of different frequencies allows many channels to be distributed through the same cable, without separate wires for each. The tuner of the TV, VCR or radio selects one channel from this mixed signal.

The same program is often simultaneously broadcast by radio and distributed by cable, usually at different frequencies. Other programs may be distributed by cable only; rules restricting content (e.g. regarding nudity and pornography) are often more relaxed for cable than for over-the-air TV. Traditional cable TV systems worked strictly by way of analog signals (i.e. using standard radio waves) but many modern cable TV

systems also employ the use of digital cable technology, which uses compressed digital signals, allowing them to provide many more channels than they could with analog alone.

Many cable television systems were formerly known as CATV (Community Antenna Television) systems as they were originally composed simply of a shared antenna located in a high location to which multiple households could have their TVs connected via coaxial cable. This was designed to provide access to television signals in areas where reception was traditionally poor. As cable-only networks began to appear on CATV systems, picked up via satellite rather than by antenna, the use of the term CATV has largely faded and the term cable television has taken its place.]

Cable television programming is often divided between basic and premium programming. Basic cable TV networks are generally transmitted without any scrambling or other special methods and thus anyone connected to the cable TV system can receive them. Basic cable networks receive at least some funding through fees paid by the cable TV systems for the right to include the network in its channel lineup. Most basic cable TV networks also include advertising to supplement the fees, due to their programming cost being greater than the fees paid by cable TV systems. Premium cable refers to networks, such as HBO and Showtime, that scramble or encrypt their signals so that only those paying additional monthly fees to their cable TV system can legally view them (via the use of cable box). Because these networks command much higher fees from cable TV

systems, their programming is generally commercial free.

There are several features of cable programming that distinguish it from broadcast television. Because cable television carries more bandwidth than broadcast TV (10 to 20 times as many channels), there is room for more specialized channels catering to particular demographics or interests. Also, because cable TV networks rely much less, or in some cases not at all, on revenue from commercials, they can feature programming (such as specialty sports or programming in foreign languages) that draws much smaller viewer numbers than what broadcast networks would find acceptable. And finally, since cable TV channels cannot be viewed by those (e.g., children) without the proper equipment, the FCC's rules regarding acceptable content do not apply to cable TV networks, allowing greater freedom in the use of language, nudity, and violence.

The lack of restrictions on content has led to cable TV programs with more adult-oriented content such as nudity and strong language, including some premium cable networks broadcasting soft-core porn programs. Premium cable networks have traditionally been the loosest with regard to content, since they require a cable box to view, making it easier to restrict children's access to them. Thus, one can find nudity, foul language, and even soft-core pornography on these networks, though, so far, not hard-core pornography, possibly due in part to such factors as the risk of cable TV systems dropping them or legal risk. Basic cable, on the other hand, has not traditionally been as loose with regard to content.

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**Causal argument** Contains information regarding an underlying mechanism that explains the relationship embodied in a theory.

**Causal studies** Data collection that assumes that a particular variable X causes a variable Y.

**Cause related marketing (CRM)** A promotion that links the sale of a product or service with support for a good cause. Unconditioned charitable donations would not be considered cause-related marketing.

**CD ROM (compact disk read only memory)** A storage medium popular in modern computers. One CD-ROM can hold 600 MB of data.

**Cease and desist order** An action by the Federal Trade Commission that orders a company to stop engaging in a practice that is consisted deceptive or misleading until a hearing is held.

**Cell code** After completing RFM analysis, every customer is assigned a cell code which identifies their recency frequency and monetary level of buying. The cell code is often used in mailing. Sometimes used interchangeably with the term source code.

**Center spread** The two facing pages at the center of a magazine, desirable because the pages are continuous with little or no interruption at the gutter.

**Central processing** When people think specifically about the message in the advertisement.

**Central route to persuasion** One of the two routes to persuasion recognized by the elaboration likelihood model. The central route to persuasion views a message recipient as very active and involves in the communications process and as having the ability and motivation to attend to and process a message.

**Centralized organizational structure** A method of organizing for international advertising and promotion whereby all decisions are made in a company's home office.

**Centralized system** An organizational system whereby advertising along with other marketing activities such as sales, marketing research, and planning are divided along functional lines and run from one central marketing department.

**CFM** Cold fusion markup (file.CFM).



**CFO (chief financial officer)** The individual in charge of budgets.

**CGI BIN** One of the most common name for a directory on a web server that contains CGI files. These directories are often under heavier access controls than standard directories.

**CGI script (common gateway interface)** CGI's are used to allow a user to pass data to a Web server, most commonly in a Web-based form. Specifically, CGI scripts are used with forms such as pull-down menus or text-entry areas with an accompanying submit button. The input from the form is processed by a program (the CGI script itself) on a remote Web server.

**Chain break** A pause for station identification, and commercials, during a network telecast.

**Channel** (1) An input-output device as part of a mainframe computer.

(2) A means of distributing product to the market. For example, dealers, retail stores, direct marketing.

**Channel capacity** The limit on the volume of information that a particular communication channel can handle effectively.

**Channels of distribution** The routes used by a company to distribute its products, e.g., through wholesalers, retailers, mail order, etc.

**Charting the showing** The process of selecting individual unit locations to maximize out-of-home advertising objectives. Circulation- Traffic volume in a market.

**Chat** Online interactive communication between two or more people on the Web.

One can "talk" in real time with other people in a chat room, but the words are typed instead of spoken.

**Chat room** An area online where you can chat with other people in real-time.

**Cheshire label** A type of plain paper label used in mailing. Requires a Cheshire machine to affix to mailing material. The most common computer label.

**Chip** The thing in the center of a computer that makes it work. On a PC a 486 chip is a fast chip. A Pentium is faster. Faster and faster chips keep coming out. Chips are the size of your fingernail, and hold millions of circuits shrunk by photographic methods to tiny size.

**Chroma** Chroma is the characteristic which indicates the brightness of an ink color.

Examples of high chroma are hot red, lime green, yellow, or cyan. Examples of low chroma are olive green, gray, and black.

**Churning** The practice of customers switching to another supplier based on special discount offers. Particularly used in the cellular telephone or credit card industries.

**CIF (customer information file)** Usually in banks and financial institutions. A consolidation of many different accounts held by a household or individual, used for marketing purposes.

**Circulation** The number of people passing an advertisement who have a reasonable opportunity to see the advertising message; potential viewers. Outdoor circulation is based on traffic volume. Traffic volume is made up of three modes of transportation; automotive, pedestrian and mass transit. Traffic volume is

obtained by counting the number of pedestrians and automobiles passing any advertising structure during a specified time period and the number of persons riding in mass transit vehicles. Automobiles counted are converted to persons by the TAB occupancy factor of 1.75 persons per car. For the most part, outdoor circulation reflects people in vehicles.

**Citation** A citation is a reference to an entity. Citation: quote, mention, reference. Citation in the context of the web usually means a HREF link to a location. A Citation count is the count of references to a page on the internet. Some search engines work on the theory that pages with high citation counts are better. In reality this is about 70% true. With modern affiliate and promotion programs, citations can be generated by some sites in mass quantities.

**City zone** A category used for newspaper circulation figures that refers to a market areas composed of the city where paper is published and contiguous areas similar in character to the city.

**Claim** Statement about the performance of a product or service. A competitive claim (e.g., more mileage) should be based on research, laboratory evidence, or other factual evidence. A subjective claim (e.g., good tasting) does not need support.

**Classical conditioning** A learning process whereby a conditioned stimulus that elicits a response is paired with a neutral stimulus that does not elicit any particular response. Through repeated exposure, the neutral stimulus comes to elicit the same response as the conditioned stimulus.

**Classified ad** A brief listing appearing in a periodical of items for sale and/or services offered, usually arranged by category. Motto Advertising has extensive experience in writing and inserting effective classified ads in newspapers, magazines, on television and the internet. Classified advertising is a form of advertising which is particularly common in newspapers and other periodicals. Classified advertising is usually textually based and can consist of as little as the type of item being sold, and a telephone number to call for more information. It can also have much more detail, such as name to contact, address to contact or visit, a detailed description of the product or products. There are generally no pictures or other graphics within the advertisement, although sometimes a logo may be used. Classified advertising is called such because it is generally grouped within the publication under headings classifying the product or service being offered (headings such as Accounting, Automobiles, Clothing, etc.) and is grouped entirely in a distinct section of the periodical, which makes it distinct from display advertising, which often contains graphics or other art work and which is more typically distributed throughout a publication adjacent to editorial content. Business opportunities often use classifieds to sell their services, usually employing 1-800 numbers. Classified ads are also among the tools used by many companies in recruitment for available job opportunities. In recent years the term "classified advertising" or "classified ads" has expanded from merely the sense of print advertisements in periodicals to include similar types of

advertising on computer services, radio, and even television, particularly cable television but occasionally broadcast television as well, typically very early in the morning hours.

Classified ad has found its way to the Internet. Printed classified ads are typically just a few column lines in length, and they often filled with abbreviations to save space and money. Internet classified ads do not typically use per-line pricing models, so they tend to be longer. They are also more readily searchable unlike their offline brethren, and tend to be local classifieds with a great sense of urgency because of their daily structure. Because of their self-policing nature and low cost structures, some companies offer free online classified ads. Craigslist was one of the first online classified sites, and is currently one of the largest. There are also country-specific classified sites like Bechna.com in India or Gumtree from the UK. There are a number of agencies throughout the world that have made a business out of the classified advertising industry. For example Wide Area Classifieds has created a classified network where people can place ads in papers across the US.

As the online classified advertising sector develops, there is an increasing emphasis toward specialisation. Like search engines, classified websites are often vertical in nature with sites providing advertising platforms for niche markets of buyers of sellers.

**Claymation** An animation method that uses clay figurines.

**Cleaning names** A process whereby names and addresses on a customer or prospect

list are corrected (addresses standardized; zips corrected; spelling and punctuation corrected; duplicates consolidated, etc.).

**Clearance** The process by which a vehicle reviews an advertisement for legal, ethical, and taste standards, before accepting the ad for publication.

**Click** Action of clicking with a pointing device to change current setting of a page.

**Click down ad/click within ad** An ad that allows the user to stay on the same web page, while viewing requested advertising content. Click-downs display another file on the user's screen, normally below or above the initial ad. Click-withins allow the user to drill down for more information within the ad.

**Click popularity** A measure of the relevance of sites obtained by noting which sites are clicked on most and how much time users spend in each site.

**Click rate** The percentage of impressions that resulted in a click through. Calculated by dividing the number of clicks by the number of impressions. For example if a banner was click on 13 times after being displayed 1000 times, the banner would have a click rate of  $(13 \div 1000 = .013)$  1.3%. This is also commonly know as a banners click through rate.

**Click stream** (1) The electronic path a user takes while navigating from site to site, and from page to page within a site;

(2) a comprehensive body of data describing the sequence of activity between a user's browser and any other Internet resource, such as a Web site or third party ad server.

**Click through** Click-through is generated when a user clicks on an advertiser's

banner in order to visit the advertiser's Web site. A click-through is often stated as a percentage of page impressions. For example, if 1,000 Internet users view an advertiser's message, and 60 click on the message to view the advertiser's information, the click-through rate is 6%. This click-through rate is also referred to as a referral, yield, or CTR.

**Click through rate (CTR), ad click rate** CTR, or click-through rate, is the rate at which visitors click an advertisement, usually calculated as a percentage of ad impressions. The current industry standard CTR for 468x60 banner ads is about 0.25%. Highest CTRs are usually generated using fake "message waiting" or javascript warning ads, which often have little or no relevance to their target site. Ads of this kind can generate CTRs up to 11% or more, but, due to their nuisance value, can be detrimental to the hosting site.

**Click tracking** Counting clicks on links via a redirected counter program that counts the clicks.

**Click within** Similar to click down or click. But more commonly, click-withins are ads that allow the user to "drill down" and click, while remaining in the advertisement, not leaving the site on which they are residing.

**Clicks** (1) Metric which measures the reaction of a user to an Internet ad. There are three types of clicks: click-throughs; in-unit clicks; and mouseovers;

(2) the opportunity for a user to download another file by clicking on an advertisement, as recorded by the server;

(3) the result of a measurable interaction with an advertisement or key word that

links to the advertiser's intended Web site or another page or frame within the Web site;

(4) metric which measures the reaction of a user to hot-linked editorial content.

**Clicks to sales ratio** The amount of revenue generated directly from a banner's click-thrus divided by the actual number of click thrus. Sometimes referred to as a click-to-buy rate.

**Clickstream** The path a visitor takes while navigating from site to site or from page to page within a web site. Useful to publishers to see what path people are taking before leaving their site.

**ClickZ** Resource for online business with hundreds of articles on ad management, banner campaigns, banner design, branding, creative content, direct marketing, and more.

**Client** An organization that employs an advertising agency to create advertisements. Motto Advertising helps its clients become rich beyond the dreams of avarice.

**Client initiated ad impression** One of the two methods used for ad counting. Ad content is delivered to the user via two methods - server-initiated and client-initiated. Client-initiated ad counting relies on the user's browser for making requests, formatting and re-directing content. For organizations using a client-initiated ad counting method, counting should occur at the publisher's ad server or third-party ad server, subsequent to the ad request, or later, in the process.

**Clip art** Pre-drawn images that are copyright free and available to the public for use in ads, etc.

**Clipping service** A service which clips competitors advertising from local print media allowing the company to monitor the types of advertising they are running or to estimate their advertising expenditures.

**Cloaking** In terms of search engine marketing, this is the act of getting a search engine to record content for a URL that is different than what a searcher will ultimately see. It can be done in many technical ways. Several search engines have explicit rules against unapproved cloaking. Those violating these guidelines might find their pages penalized or banned from a search engine's index. As for approved cloaking, this generally only happens with search engines offering paid inclusion program. Anyone offering cloaking services should be able to demonstrate explicit approval from a search engine about what they intend to do. If not, then they should then have explained the risks inherent of unapproved cloaking.

**Close** Obtaining the commitment of the prospect in a personal selling transaction.

**Close up (CU)** In film or tape, a partial view of the subject (e.g., only the head of the person). An *extreme close-up (ECU)* might show only the eyes.

**Closing date** Deadline set by print and broadcast media for the receipt of advertising material scheduled to appear in a specific publication issue, or broadcast time slot.

**Cluster** A way of dividing all households in the country into about sixty different types, such as "blue blood estates" and "shotguns and pickups." Usually called

lifestyle groups. Useful for file segmentation. Clustering systems are provided by Claritas, Equifax, Donnelley, CACI. In Canada by Compuserch.

**Cluster analysis** A statistical technique that identifies groups of consumers whose characteristics are highly correlated within each cluster grouping and relatively uncorrelated between clusters.

Cluster analysis is typically applied to lifestyle characteristics to facilitate the development of a 'bespoke' profile of a marketplace which offers a more 'human' visualisation of consumer groupings than is available via standard industry market research surveys.

**Clutter** High levels of advertising activity, particularly in terms of number of advertising units, so that any given ad or commercial tends to be lost in the crowded commercial environment.

**CMYK** A method of representing color based on the standard printing ink colors of cyan, magenta, yellow and black. Scanners and video monitors deal in RGB (Red-Green-Blue).

**Coop** The practice of a national brand subsidizing local advertising costs incurred by a company that sells its product. Typically, the national brand has stringent rules about the advertisement in which the product appears. SUN, Pepsi, and Cadillac are just a few of the thousands of brands that make co-op dollars available.

**Coop advertising** Advertising in which two or more advertisers pool funds or in which a national manufacturer pays all or part of the costs of advertising designed to sell his product in a local store.



**Coop mailing** A mailing in which two or more offers – usually from different companies – are included in the same envelope, and share the costs.

**Coat out** Covering an advertising message with white or grey paint before a new copy is painted to insure that none of the old copy shows through.

**Coated stock** Paper with a slick and smooth finish.

**Cobrand** One way in which content is displayed in content relationships. Content is hosted on the partner's site, yet appears with portal headers and footers.

**Codec** Short for compressor/decompressor. Codecs are computer algorithms that are used to compress the size of audio, video, and image files. Because these compressed files are much smaller, they do not require as much bandwidth when they are streamed or stored on a computer. The same codec that originally compressed the file must be used to decompress and open the file.

**Coding process** The process of converting meaning into a series of signs that represent ideas or concepts; also called encoding.

**Coffee time** Commercial airtime daypart, with slots scheduled for late morning, loosely defined as being from about 11.00am to noon.

**Cognitive component** The consumer's knowledge, thoughts, and beliefs about an object or issue.

**Cognitive dissonance** A state of psychological tension or postpurchase doubt that a consumer may experience after making a purchase decision. This

tension often leads the consumer to try to reduce it by seeking supportive information.

**Cognitive processing** The process by which an individual transforms external information into meanings or patterns of thought and how these meanings are used to form judgments or choices about behavior.

**Cognitive responses** Thoughts that occur to a message recipient while reading, viewing, and/or hearing a communication.

**Coincidental survey** A survey of viewers or listeners of broadcast programming, conducted during the program.

**Cold fax** To send an unsolicited fax to promote a product or solicit opinions for a survey. A late variation on cold-calling.

**Cold type** Refers to most modern typesetting methods, such as phototypesetting, because they do not involve pouring hot molten metal into molds for different type fonts.

**Collateral materials** Sales brochures, catalogs, spec sheets, etc., generally delivered to consumers (or dealers) by a sales person rather than by mass media. These materials are considered "collateral" to the sales message delivered by the sales person.

**Collateral services** Companies that provide companies with specialized services such as package design, advertising production, and marketing research.

**Collectibles** A type of premium that consumers may desire to have as a part of a greater collection of similar goods.

**Color** Color can be described along four dimensions: hue, saturation, lightness,

and brightness. All are psychological, that is, subjective, variables, but they do correspond to physical variables in some relationship.

**Color chart** A chart containing samples of standard colors available from paint manufacturers for use as a guide in designing artwork. Computerized displays- The use of LED displays for Out-of-Home advertising structures. This innovation allows the advertising message electronically on a continual basis.

**Color control** In graphics programs - of grayscale and of process colors - adjust contrast and brightness, adjust color balance, posterize and invert.

**Color key** A proof of combined and registered negatives printed in proper colors.

**Color negative** A full-color negative image on a transparent support film.

**Color proof** An early (before final approval for press run) color print of the printed piece or ad, produced to judge final appearance.

**Color separating** The process of optically "breaking apart" colors in the original into four separate black-and-white photographic records, each of which is a map detailing how much each of the four inks (black, cyan, magenta and yellow) are needed to print a color reproduction.

**Color sequence** The order in which inks must be placed on the paper during the printing process. Usually cyan, magenta, yellow and black, but this ordering may vary with the color system.

**Color tint** Generally, a one or two-color combination or ink in varying densities

applied over type or subject to attract attention. Could be a full tint when the black is eliminated to allow the color to print.

**Color transparency** A full-color positive image on a transparent support film. Also referred to as a chrome.

**Column ad** A banner ad that is more tall than it is wide, with the dimensions of 150 x 800 pixels. Commonly placed on the right side of a web pages. Column ads are also known as vertical or skyscraper banners.

**Column inch** A unit of measure used by publications to describe the total space purchased to display an ad. Ad space is defined by two dimensions: Columns (equal to the width that a publication sets its text) *times* Inches (depth). For example, if the ad space required is 20 column inches, then this allows for an ad that spans 5 columns wide by 4 inches deep. A twenty column-inch purchase may also accommodate an ad that is two columns wide by ten inches deep. Nonetheless, in either example, the cost of the purchased ad space is the same (Price Per Column Inch x 20).

**Combination compensation/remuneration plan** A plan according to which salespeople are paid a fixed salary plus a commission based on sales volume.

**Combination rate** A special media pricing arrangement that involves purchasing space or time on more than one vehicle, in a package deal. This is frequently offered where different vehicles share a common owner.

**Combined logfile** A log file format that collects all the data in the Common Log

File format, plus the information found in the referrer and user agent fields. Often includes separate scripting error logs as well.

**Comment tag** HTML comment tag that marks some html as a comment rather than displaying it in a browser. It is notable in relation to search engines because search engines have been known to index comment based text.

**Commercial** A short advertisement, message, or announcement recorded in an audio or audio/visual format, three minutes or less in length, intended for television or radio use, which may be either a public service announcement, a paid advertisement, or both.

**Commercial advertising** Advertising that involves commercial interests rather than advocating a social or political cause.

**Commission system** A method of compensating advertising agencies whereby the agency receives a specified commission (traditionally 15 percent) from the media on any advertising time or space it purchases.

**Commitment** A person's intentions to do something.

**Common ownership** Advertisers wishing to share contracts must prove 51% or more common ownership. The only exception to this are property management companies, that must put their requests in writing and accept full financial responsibility for any advertising placed on their behalf.

**Communication** The passing of information, exchange of ideas, or process of establishing shared meaning between a sender and a receiver.

**Communication error** The failure of a Web browser/Web server to successfully request/transfer a document.

**Communication objectives** Goals that an organization seeks to achieve through its promotional program in terms of communication effects such as creating awareness, knowledge, images, attitudes, preferences, or purchase intentions.

**Communication process** A description or explanation of the chain-of-events involved in communicating information from one party to another.

**Communication task** Under the dagmar approach to setting advertising goals and objectives, something that can be performed by and attributed to advertising such as awareness, comprehension, conviction, and action.

**Community antenna television/cable television** CATV TV sets are connected by a wired transmission system provided by a cable operator serving multiple premises.

**Comparative** An advertising appeal that consists of explicitly comparing one product brand to a competitive brand. Can be effective when one brand has a major advantage over another and they are priced the same.

**Comparative advertising** Advertisement that compares two or more specifically named or recognizably presented brands of the same type of product or service, and makes such a comparison in terms of one or more specific product or service attributes. *Direct* comparative advertising explicitly names a competitive brand (e.g., Huggies diapers) and *indirect* comparative advertising refers to a competitive brand

without explicitly naming it (e.g., Brand "X").

**Compensatory decision rule** A type of decision rule for evaluating alternatives where consumers consider each brand with respect to how it performs on relevant or salient attributes and the importance of each attribute. This decision rule allows for a negative evaluation or performance on a particular attribute to be compensated for by a positive evaluation on another attribute.

**Competition matching approach** A budgeting technique in which marketers either match their major competitors' budgets or allocate the same percentage of sales for advertising as their competitors.

**Competition oriented pricing** A strategy whereby prices are set based on what a firm's competitors are charging competitive advantage. Something unique or special that a firm does or possesses that provides an advantage over its competitors.

**Competitive advertising** The type of advertising that points out a brand's uses, features and advantages that may not be available in competing brands.

**Competitive check** Analysis of rival advertising levels and patterns, usually conducted on the basis of syndicated data supplied by monitoring organizations (BAR, LNA).

**Competitive parity** A method of determining an advertising budget, designed to maintain the current "share of voice."

**Competitive parity method** A method of setting the advertising and promotion

budget based on matching the absolute level of percentage of sales expenditures of the competition.

**Compiled list** Names and addresses taken from directories, newspapers, public records. People who have something in common. Compiled lists are usually the least useful or responsive for direct marketing. Response lists are better.

**Compliance** A type of influence process where a receiver accepts the position advocated by a source to obtain favorable outcomes or to avoid punishment.

**Composition (profile)** The demographic makeup of an audience.

**Comprehensibility** The intrinsic value of the printed word which permits it to be read and understood.

**Comprehensive layout (also: "comp")** - A rough layout of any graphic project (e.g., ad, collateral piece, packaging, etc.) The layout should be detailed enough to approximate how the finished project will appear.

**Computation period** The number of years from now that you can safely project customer lifetime value. The period is short for products that soon become obsolete.

**Computer assisted telephone interviewing** A survey method that integrates questionnaire, data collection and tabulations, and provides data to aid decisions-makers in the shortest time possible.

**Computer simulation models** Quantitative-based models that are used to determine the relative contribution of advertising on sales as decreasing.

**Computer/digital printing/painting**

Method that uses computers to apply artwork and design to a vinyl. Computer printing allows for four color process artwork and insures accurate reproduction without a loss of quality from copy to copy.

**Concave downward function** An advertising/sales response function that views the incremental effects of advertising on sales as decreasing.

**Concept & design** Three elements combine to develop any advertising communications piece - the creative idea; the visual (photos and artwork); and the words (written or spoken). The process can be accomplished by a single person, but usually involves a team consisting of client, layout artist, and copywriter.

**Concept** The general idea behind a slogan, pitch, or campaign.

**Concrete words** A measure through which a word denotes a material object as opposed to an abstract quality, state, or action.

**Condensed** Type letters with normal form and height, but which are narrower than the standard. Many types are designed with a condensed form, and some have ultra condensed forms. This is regular Arial type; this is condensed Arial type.

**Confidentiality agreement** An agreement which precedes any contract with an outsourcing agency. It says that your secrets will not be revealed to others.

**Confirmation** Agreement from a station that clearance has been made for a specifically ordered schedule.

**Consent order** Also called a consent decree, this is a Federal Trade Commission order,

by which an advertiser agrees to make changes in an advertisement or campaign, without the need for a legal hearing.

**Consistency (of attitudes)** The assumption that attitude change results by exploiting a person's desire for agreement or similarity among the facts associated with an object. For example, a person may have a negative opinion about a brand but a positive opinion about the person who is endorsing the brand in an advertisement. Conflicts create tension and, subsequently, a drive to reduce that tension. There are three obvious routes to the reduction of this tension. First, it can be assumed that the endorser is not really enthusiastic about the brand and is saying good things about the product because he/she is paid to do so. Second, the positive opinion about the endorser can be altered to one less positive. Third, the attitude toward the brand can be changed to one more positive. If the advertiser can select an endorser for whom audiences have strong positive attitudes and link the endorser strongly to the brand, positive brand attitude occurs. To maximize the likelihood of creating a positive attitude, it is useful for the endorser to be well liked, relevant, and credible with respect to the product class involved. Otherwise, a person can resolve the inconsistency by concluding that the endorser's opinion about the product is not relevant because the endorser is not knowledgeable about the product or that the endorser's experience will not apply to others.

**Console** A type of popup window. Pop up windows that launch when a visitor leaves a site are often called exit consoles.

**Consumer** A private individual at whom advertisements are aimed; a buyer.



**Consumer advertising** Advertising directed at a person who will actually use the product for their own benefit, rather than to a business or dealer.

**Consumer behavior** The study of consumer behavior examines all aspects of consumers' feelings, thoughts, and reasons for making particular decisions in purchasing products or services or subscribing to ideas, and also how consumers use and dispose of products.

**Consumer buying decision process** A five stage process that includes problem recognition, information search, evaluation of alternatives, purchase and post-purchase evaluation.

**Consumer contests** Contests designed to generate traffic at the retail level in which consumers compete for prizes based on their analytical or creative skill. **Consumer focus group** A semi-structured discussion, led by a moderator, involving actual or potential buyers of advertised products who are asked to judge one or several dimensions of the advertisements.

**Consumer jury test** A method of testing advertisements that involves asking consumers to compare, rank, and otherwise evaluate the ads.

**Consumer magazine** A magazine which appeals to a general readership as opposed to a trade readership.

**Consumer market** A defined group of consumers.

**Consumer purchase diaries** A marketing research tool in which consumers record their purchases.

**Consumer sales promotion techniques** Techniques that encourage or stimulate

consumers to patronise a specific retail store or to try a particular product.

**Consumer socialization process** The process by which an individual acquires the skills needed to function in the marketplace as a consumer.

**Consumer stimulants** Promotional efforts designed to stimulate short-term purchasing behavior. Coupons, premiums, and samples are examples of consumer stimulants.

**Consumer sweepstakes** A method of stimulating sales in which consumers submit their names for inclusion in a draw for prizes.

**Consumerism** (1) Advocating the rights of consumers, as against the efforts of advertisers,

(2) The emphasis of advertising and marketing efforts toward creating consumers. These two definitions are almost opposite in meaning, but the former is commonly used today, while the latter was common prior to the 1970s.

**Container premium** Special product packaging, where the package itself acts as a premium of value to the consumer.

**Content integration** Advertising woven into editorial content or placed in a special context on the page, typically appearing on portals and large destination sites. Also known as web advertorial or sponsored content.

**Contest** A promotion whereby consumers compete for prizes or money on the basis of skills or ability, and winners are determined by judging the entries or ascertaining which entry comes closest to some predetermined criteria.

**Contextual link inventory** To supplement their business models, certain text-link advertising networks have expanded their network distribution to include "contextual inventory". Most vendors of "search engine traffic" have expanded the definition of Search Engine Marketing to include this contextual inventory. Contextual or content inventory is generated when listings are displayed on pages of Web sites (usually not search engines), where the written content on the page indicates to the ad-server that the page is a good match to specific keywords and phrases. Often this matching method is validated by measuring the number of times a viewer clicks on the displayed ad.

**Continuation** A mailing to the same list following a successful test of a portion of the list. A continuation becomes a "rollout" when the entire list is mailed.

**Continuity** Products or services bought as a series of small purchases, rather than all at one time. Book of the Month Club, or other products shipped on a regular schedule.

**Continuous advertising** Scheduling advertisements to appear regularly, even during times when consumers are not likely to purchase the product or service, so that consumers are constantly reminded of the brand.

**Continuous-tone art** A photo or other art that enables printing to be produced with blended gradations of color, or light and dark shades of gray.

**Contract** An agreement under which an advertiser contracts to use a minimum amount of advertising for a stated period of time.

**Contrast** The amount of separation of tones in a photograph. The quantitative difference between light and dark.

**Contribution margin** The difference between the total revenue generated by a product or brand and its total variable costs.

**Control group** Every database promotion should include a control group of customers who are not exposed to the promotion. The success of the promotion is measured by the difference in response of the promoted group compared to the control group (after subtracting the cost of the promotion).

**Controlled (qualified) circulation** Publications, generally business-oriented, that are delivered only to readers who have some special qualifications. Generally, publications are free to the qualified recipients.

**Controlled circulation basis** Distribution of a publication free to individuals a publisher believes are of importance and responsible for making purchase decisions or are prescreened for qualification on some other basis.

**Controlled circulation** The circulation of a publication that is sent free and addressed to specified individuals.

**Controller** A device for managing the data input and output from several devices which are connected with a mainframe. These devices can include terminals or disks or tape drives. Controllers usually have a small computer inside them which permits them to manage the flow of instructions from the computer to the units in an organized way. They make the computer more powerful.

**Conversion** A defined action in response to your ad's call to action. A conversion may be a sale, or it could be a registration, download, or entry into your lead database, depending on the goal of your campaign.

**Conversion factor** A percentage applied to a number (eg an Adult TV rating to obtain a different number (eg a Women 15-34 rating).

**Conversion rate** The number of visitors who respond to your ad's call to action divided by the number of impressions, multiplied by 100 and expressed as a percentage. For example, your conversion rate is one percent if 100 people are shown your ad, five people click through to your site, and one person makes a purchase.

**Conversion tracking** A conversion occurs when the advertisement clicked on leads directly to a purchase, sign-up, page view, or lead. The tracking of conversion is done especially to find out the return on investment.

**Cookie** A file on your computer that records information such as where you have been on the World Wide Web. The browser stores this information which allows a site to remember the browser in future transactions or requests. Since the Web's protocol has no way to remember requests, cookies read and record a user's browser type and IP address, and store this information on the user's own computer. The cookie can be read only by a server in the domain that stored it. Visitors can accept or deny cookies, by changing a setting in their browser preferences. An HTTP cookie is a packet of information sent by a server to a World Wide Web browser and then sent back by

the browser each time it accesses that server. HTTP cookies are used for user authentication, user tracking, and maintaining user-specific information such as site preferences and electronic shopping carts.

Cookies are used for realising functionalities that are specific to a user. Cookies were introduced for realising a virtual shopping basket where the user can place item to purchase. This way, a user can navigate a site where items are shown, adding or removing them from the shopping basket at any time.

Another use of cookies is for allowing users to log in a Web site. Users typically log in by inserting their credentials into a login page; cookies allow the server to know that the user is already authenticated, and is therefore allowed to access services or perform operations that are restricted to logged users.

Several Web sites also use cookies for personalisation based on users' preferences. Sites that require authentication often use this feature, which is however also present on site not requiring authentication. Personalisation include presentation and functionality.

Cookies are also used to track users across a Web site. Third-party cookies and Web bugs, explained below, also allows for tracking across multiple sites. Tracking within a site is typically done to the aim of producing usage statistics, while tracking across sites is typically used by advertising companies to produce anonymous user profiles, which is then used to target advertising (deciding which advertising image to show) based on the user profile.

Technically, cookies are arbitrary pieces of data chosen by the Web server and sent to the browser. The browser returns them unchanged to the server, introducing a state (memory of previous events) into otherwise stateless HTTP transactions. Without cookies, each retrieval of a Web page or component of a Web page is an isolated event, mostly unrelated to all other views of the pages of the same site. By returning a cookie to a web server, the browser provides the server a means of connecting the current page view with prior page views. Other than being set by a web server, cookies can also be set by a script in a language such as JavaScript, if supported and enabled by the Web browser.

Cookie specifications suggest that browsers should support a minimal number of cookies or amount of memory for storing them. In particular, a browser is expected to be able to store at least 300 cookies of 4 kilobytes each, and at least 20 cookies per server or domain.

The cookie setter can specify a date, in which case the cookie will be removed on that date. If the cookie setter does not specify a date, the cookie is removed once the user quits his or her browser. As a result, specifying a date is a way for making a cookie survive across sessions. For this reason, cookies with an expiration date are called persistent.

Since their introduction on the Internet, misconceptions about cookies circulate on the Internet and the media. Cookies are data, not code: they cannot erase or read information from the user's computer. However, cookies allow for detecting the Web pages viewed by a user on a given

site or set of sites. This information can be collected in an anonymous profile of the user. While such profiles do not contain personal information (name, address, etc.), they have been subject of some privacy concerns. According to the same survey, a large percentage of Internet users are unable to delete cookies.

Most modern browsers support cookies. However, a user can usually also choose whether cookies should be used or not. The following are common options: cookies are never accepted; the browser asks the user whether to accept every individual cookie; cookies are always accepted. The browser may also include the possibility of better specifying which cookies have to be accepted or not. In particular, the user can typically choose one or more of the following options: reject cookies from specific domains; disallow third-party cookies accept cookies as non-persistent (expiring when the browser is closed); and allow a server to set cookies for a different domain. Additionally, browsers may also allow users to view and delete individual cookies.

Cookies have some important implications on the privacy and anonymity of Web users. While cookies are only sent to the server setting them or one in the same Internet domain, a Web page may contain images or other components stored on servers in other domains. Cookies that are set during retrieval of these components are called third-party cookies.

Advertising companies use third-party cookies to track a user across multiple sites. In particular, an advertising company can track a user across all pages

where it has placed advertising images or Web bugs. Knowledge of the pages visited by an user allows the advertisement company to target advertisement to the user's presumed preferences.

The possibility of building a profile of users has been considered by some a potential privacy threat, even when the tracking is done on a single domain but especially when tracking is done across multiple domains using third-party cookies. For this reason, some countries have legislation about cookies.

Besides privacy concerns, there are some other reasons why cookies have been opposed: they do not always accurately identify users, and they can be used for security attacks. If more than one browser is used on a computer, each has a separate storage area for cookies. Hence cookies do not identify a person, but a combination of a user account, a computer, and a Web browser. Thus, a single person who has multiple sets of cookies if they use multiple accounts, computers, or browsers. On the other hand, cookies do not differentiate between multiple users who share a computer and browser, if they do not use different user accounts. During normal operation, cookies are sent back and forth between a server (or a group of servers in the same domain) and the computer of the browsing user. Since cookies may contain sensitive information (user name, a token used for authentication, etc.), their values should not be accessible to other computers. On the other hand, cookies sent on ordinary HTTP sessions are visible to all users who can listen in on the network using a packet sniffer. These cookies should therefore not contain sensitive data.

While cookies are supposed to be stored and sent back to the server unchanged, an attacker may modify the value of cookies before sending them back to the server. If, for example, a cookie contains the total value a user has to pay for the items in their shopping basket, changing this value exposes the server to the risk of making the attacker pay less than the supposed price. The process of tampering with the value of cookies is called cookie poisoning, and is sometimes used after cookie theft to make an attack persistent.

Some of the operations that can be realised using cookies can also be realised using other mechanisms. However, these alternatives to cookies have their own drawbacks, which make cookies usually preferred to them in practice. Most of the following alternatives allow for user tracking, even if not as reliably as cookies. As a result, privacy is an issue even if cookies are rejected by the browser or not set by the server.

**Cookie buster** Software that blocks the placement of cookies on a user's browser.

**Cooperative advertising** Joint advertising run by local and national advertisers. Costs are shared for ads which feature both national product or service and the local distributor.

**Cooperative (Co op) program** A system by which ad costs are divided between two or more parties. Usually, such programs are offered by manufacturers to their wholesalers or retailers, as a means of encouraging those parties to advertise the product.

**COPPA (children's online privacy protection act)** Congress of USA enacted



the COPPA in 1998 to prohibit unfair or deceptive acts or practices in connection with the collection, use, or disclosure of personally identifiable information from and about children on the Internet. Section 6502(b)(1) of the Act sets forth a series of general privacy protections to prevent unfair or deceptive online information collection from or about children, and directs the Commission to adopt regulations to implement those protections. The Act requires operators of Web sites directed to children and operators who knowingly collect personal information from children to:

- (1) Provide parents notice of their information practices;

- (2) Obtain prior verifiable parental consent for the collection, use, and/or disclosure of personal information from children (with certain limited exceptions for the collection of "online contact information," e.g., an e-mail address);

- (3) Provide a parent, upon request, with the means to review the personal information collected from his/her child;

- (4) Provide a parent with the opportunity to prevent the further use of personal information that has already been collected, or the future collection of personal information from that child;

- (5) Limit collection of personal information for a child's online participation in a game, prize offer, or other activity to information that is reasonably necessary for the activity; and

- (6) Establish and maintain reasonable procedures to protect the confidentiality, security, and integrity of the personal information collected.

**COPPR (children's online privacy protection rule)** Issued by the FTC in October 1999 the Children's Online Privacy Protection Rule went into effect on April 21, 2000, and implements the requirements of the COPPA by requiring operators of websites or online services directed to children and operators of Web sites or online services who have actual knowledge that the person from whom they seek information is a child (1) to post prominent links on their Web sites to a notice of how they collect, use, and/or disclose personal information from children;

- (2) With certain exceptions, to notify parents that they wish to collect information from their children and obtain parental consent prior to collecting, using, and/or disclosing such information;

- (3) Not to condition a child's participation in online activities on the provision of more personal information than is reasonably necessary to participate in the activity;

- (4) To allow parents the opportunity to review and/or have their children's information deleted from the operator's database and to prohibit further collection from the child; and

- (5) To establish procedures to protect the confidentiality, security, and integrity of personal information they collect from children. As directed by the COPPA, the Rule also provides a safe harbor for operators following Commission-approved self-regulatory guidelines.

**Copy** Any furnished material (typewritten manuscript, pictures, artwork, etc.) to be used in the production of printing.

**Copy editing** The process of approving and changing written text or scripts before final approval.

**Copy platform** A document that specifies the basic elements of the creative strategy such as the basic problem or issue the advertising must address, the advertising and communication objectives, targeted audience, major selling idea or key benefits to communicate, campaign theme or appeal, and supportive information or requirements.

**Copy testing** Research to determine an ad's effectiveness, based on customer responses to the ad. This should test how consumers respond, not whether they like the ads or whether they think the ads are effective.

**Copywriting** Copywriting for search engines is the art of creating web page copy that is tailored not only to fall in line with the current interpretation of search engine algorithms, but also to entice the reader to perform the action you desire. For example, to sign up for your newsletter, or click through to a certain area of your site. is the process of writing the words that promote a person, business, opinion, or idea. It may be used as plain text, as a radio or television advertisement, or in a variety of other media. The main purpose of writing this marketing copy, or promotional text, is to persuade the listener or reader to act – to buy a product or ascribe to a certain viewpoint, for instance. Alternatively, copy might also be intended to dissuade a reader from a particular belief or action. Copywriters are employees or independent contractors whose job is to create copy. They generally work in

advertising, marketing, or similar promotional fields. On websites, copywriting may also refer to the methods of writing and wording used to achieve higher rankings in search engines. Often referred to as content writing, it includes the strategic placement and repetition of keywords and keyword phrases on webpages.

**Corporate advertising** Advertising designed to promote overall awareness of a company or enhance its image among a target audience.

**Corporate campaign** A corporate advertising campaign addresses general company objectives and targets a broad audience, rather than focussing on specific sales or awareness requirements.

Its intention may be to correct a misapprehension about the company or to head off possible future problems by building positive attitudes; alternatively, it may seek to build knowledge about the range of products or services which the company offers or simply provide a backdrop against which other more specialised campaigns can operate.

Media selection tends to be horizontal.

**Corporate discount** A reduction of advertising costs computed on the basis of total advertising revenue from all the brands of a parent company.

**Corporate identity** A company's name, logo, typeface, colors, slogan, etc., are elements that help comprise its corporate identity. Motto Advertising has produced effective corporate identity packages for many new and long-established organizations.

**Corrective advertising** Messages within advertisements that correct consumers'

mistaken impressions created by prior advertising. Government agencies sometimes require such advertising.

**Cost comparison indicator** A measure that allows an advertiser to compare the costs of several vehicles within a specific medium in relation to the number of people reached by each vehicle.

**Cost effectiveness** Cost-effectiveness is a measure or expression of the extent to which some advertising activity has achieved its goals, per unit cost.

The measure may be absolute ('it cost this to achieve that') or relative ('it only cost this to achieve that, compared with this, using this other medium/method'). Cost-effectiveness should not be confused with cost-efficiency.

**CPC (cost per click)** CPC is one of the online payment models by which advertisers pays for each click through made on their advertisement. Prices typically range from 1¢ to over 50¢ per click through. This is an ideal method of payment for advertisers who need to guarantee they only pay for those viewers of the banner that click on it and visit a page on their site.

**Cost per customer purchasing** A cost effectiveness measure used in direct marketing based on the cost per sale generated.

**Cost per inquiry** The cost of getting one person to inquire about your product or service. This is a standard used in direct response advertising.

**Cost per order (CPO)** A measure used in direct marketing to determine the number of orders generated relative to the cost of running the advertisement.

**Cost per person (CPP)** This number describes the relationship between the cost of a television commercial and the estimated number of people or households who view it.

**Cost per point** The cost of purchasing one broadcast rating point. For any given spot announcement, Unit Cost divided by Audience Rating, equals Cost Per Point. Costs per point vary by day-part and market.

**CPS** One of the types of CPA, A cost per sale (CPS) method allow advertisers to pay whenever a visitor who clicked on their advertisement generates a sale. Prices typically range from \$1 to \$25 or if a percentage of a sale 10% to 25%. This is an ideal method of payment for advertisers who want to guarantee only the number of paying customers as a result of a advertisement. CPS - One of the types of CPA, a cost per sale (CPS) method allow advertisers to pay whenever a visitor who clicked on their advertisement generates a sale. Prices typically range from \$1 to \$25 or if a percentage of a sale 10% to 25%. This is an ideal method of payment for advertisers who want to guarantee only the number of paying customers as a result of a advertisement.

**Cost per thousand** Cost-per-thousand is a way in which cost-efficiency can be expressed.

It is a measure of audience delivered per unit of cost (eg a TV spot costing £1000 seen by 100,000 housewives delivers a cost-per-thousand of  $\frac{£1000}{100} = £10.00$ ). It is typically used in inter- or intra-media comparisons of cost-efficiency (usually abbreviated to 'cpt' - 'cpm' in some countries).

Audiences may be general (eg 'All housewives') or highly specific (eg 'C1C2 males aged 15-44 who are regular readers of the Daily Telegraph').

**Cost plus system** A method of compensating advertising agencies whereby the agency receives a fee based on the cost of the work it performs plus an agreed on amount for profit.

**Cost rank** A ranking of media according to an estimate or measurement of their comparative cost-efficiency, usually measured in terms of costs-per-thousand, in reaching a specific target audience.

**Council of better business bureaus** The parent office of local offices of the Better Business Bureau. The council assists in the development of codes and standards for ethical and responsible business and advertising practices.

**Count and re count** A promotion method based on the payment of a specific amount of money for each product unit moved from a reseller's warehouse in a given time period.

**Counter** A CGI script which counts the number of times your page is requested by visitors. Remember that a visitor who visits your page more than once will be counted every time.

**Counter advertising** Advertising that takes a position contrary to an advertising message that preceded it. Such advertising may be used to take an opposing position on a controversial topic, or to counter an impression that might be made by another party's advertising.

**Counter argument** A type of thought or cognitive response a receiver has that is

counter or opposed the position advocated in a message.

**Counter programming** A technique used in broadcasting which presents programs that are designed to appeal to the audience of a competing program run during the same time period.

**Counter-marketing** Refers to marketing and communications efforts aimed at countering the marketing efforts (including but not limited to advertising) of the tobacco industry and other pro-tobacco influences. Counter-marketing can include such efforts as media advocacy, media relations, in-school curriculum programs, and sponsorships and promotions, as well as paid counter-advertising.

**Coupons** A promotion method that reduces the purchase price of an item in order to stimulate consumers to try a new or established product, to increase sales volume quickly, to attract repeat purchasers or to introduce new package sizes or features.

**Cover or coverage** Coverage (also known as 'reach') is the proportion or extent to which a specified target audience is exposed to an advertising campaign, a series of ads. or a single advertisement.

For a series of ads., the figure can be expressed in *gross* or *net* terms.

**Coverage area** The geographic territory in which a cable system distributes commercials.

**CPA (cost per action, cost per acquisition)** CPA, or cost per action, is an ad payment model in which advertisers pay only when an ad display leads to a completed sale,

registration, download, etc. Virtually all affiliate network advertising can be thought of as CPA. Low-volume sites will find it difficult, if not impossible, to generate revenue through CPA advertising, as a large quantity of banner displays would be needed to generate actual sales. A typical CPA ad may generate a CTR (click-through-rate) of 1%, followed by a conversion rate (the rate at which users complete a sale or registration) of 1%. At those comparatively high levels, 10,000 banners would have to be displayed to generate one sale. For this reason, commissions must be high enough to translate into a reasonable CPM for the web publisher. In the previous example, a commission on sales of \$5.00 would translate to a CPM of \$0.50, which is low but not unreasonable in today's market for banner ads.

**CPC campaign** A website marketing campaign based on a cost-per-click price where you only pay for the visitors that click on your listings. Hitwise Search Marketing provides guaranteed traffic at competitive cost per click prices. Due to our relationships with search engines combined with our optimisation techniques, the price of marketing your website is lowered drastically.

**CPL** One of the types of CPA, A cost per lead (CPL) method allows advertisers to pay for every lead or customer inquiry that resulted from a visitor who clicked on a their advertisement. Prices typically range from \$1 to \$10. This is an ideal method of payment for advertisers who want to guarantee only the number of potential customers with an interest generated as a result of a advertisement. Also known as cost per inquiry (CPI).

**CPT** One of the types of CPA, a cost per transaction (CPT) method allows advertisers to pay whenever a visitor who clicked on their advertisement generates a transaction usually a sale. Prices typically range from \$1 to \$25 or if a percentage of a sale 10% to 25%. This is an ideal method of payment for advertisers who want to guarantee only the number of paying customers as a result of a advertisement.

**CPTM (cost per targeted thousand impressions)** Implying that the audience one is trying to reach is defined by particular demographics or other specific characteristics, such as male golfers age 18-25. The difference between CPM and CPTM is that CPM is for gross impressions, while CPTM is for targeted impressions.

**Crawler** Component of search engine that gather listings by automatically "crawling" the web. A search engine's crawler (also called a spider or robot), follows links to web pages. It makes copies of the web pages found and stores these in the search engine's index.

**Creative** The technology used to create or develop an ad unit. The most common creative technology for banners is GIF or JPEG images. Other creative technologies include Java, - HTML, or streaming audio or video. These are commonly referred to as rich media banners.

**Creative boutique** An advertising agency that specializes in and provides only services related to the creative aspects of advertising.

**Creative execution style** The manner or way in which a particular advertising appeal is transformed into a message.



- Creative selling** A type of sales position where the primary emphasis is on generating new business.
- Creative strategy** An outline of what message should be conveyed, to whom, and with what tone. This provides the guiding principles for copywriters and art directors who are assigned to develop the advertisement. Within the context of that assignment, any ad that is then created should conform to that strategy. The written statement of creative strategy is sometimes called a "copy platform."
- Creative tactics** A determination of how an advertising message will be implemented so as to execute the creative strategy.
- Creative team** The art director, copywriter, and artist, working together to develop an advertisement or campaign. At Michael J. Motto Advertising, the account executive directs this team.
- Credence claim** A claim based on faith. The consumer cannot check this, even after using the product. However, published tests or comments from prior consumers may help to transform a credence claim to a *search claim*.
- Credence good** A good based on a credence claim.
- Credibility** The extent to which a source is perceived as having knowledge, skill, or experience relevant to a communication topic and can be trusted to give an unbiased opinion or present objective information on the issue.
- Credit** A missed spot for which billing is to be adjusted rather than a make-good broadcast.
- Crisis management** A process in which a company responds to negative events by identifying key targets (publics) for which to provide publicity, developing a well rehearsed contingency plan, reporting facts quickly and providing access for journalists.
- CRM (customer relationship marketing)** Marketing specifically targeted to increasing brand loyalty.
- Crop** To trim a photo or illustration. Cropping is used to fit a specific area, enhance a photo's features or eliminate the non-essential parts of a photograph.
- Crop marks** Marks to indicate which portions a photograph or illustration are to be used, and which are to be eliminated.
- Cross media advertising** An arrangement where opportunities to advertise in several different types of media are offered by a single company or a partnership of various media providers.
- Cross read (lefthand read)** A Poster or bulletin which is visible from the opposite side of the road that the cars viewing the board are traveling on.
- Cross ruff coupon** A coupon offer delivered on one product that is redeemable for the purchase of another product. The other product is usually one made by the same company but may involve a tie in with another manufacturer.
- Cross sell** A term used in personal selling that refers to the sale of additional products and / or services to the same customer.
- Cross tabulation** The process by which two or more factors (demographics, media usage, or shopping habits) are interrelated for purposes of comparison.
- Cross/multimagazine deals** An arrangement where two or more

publishers offer their magazines to an advertiser as one media package.

**CUBE model** Acronym for comprehensive understanding of business environments, A model in which values and lifestyles of corporate buying groups are detailed.

**Culture** All the things around us that are made by human beings: tangible items, such as food, furniture, buildings, clothing and tools; and intangible concepts, such as education, the legal system, healthcare and religion; plus values and behaviours.

**Cumes/Cumulative** An abbreviation for net cumulative audience. Refers to the number of unduplicated people or homes in a broadcast program's audience within a specified time period. It also is used by many advertising practitioners to refer to the unduplicated audience of a print vehicle, or an entire media schedule.

**Cumulative audience** A research term describing the unduplicated audience for a television program or commercial over multiple airings. In cumulative audience figures, an individual is counted only once.

**Custom report** A database report designed by the marketing staff which exactly meets the marketing needs of the company. Once programmed, it can be run daily or weekly for very little cost.

**Customer acquisition cost** The cost associated with acquiring a new customer.

**Customized rotation** Moving a painted billboard periodically during the contract period to different locations throughout the market.

**Cut** An antiquated term that refers to a photograph or illustration.

**Cut in** A locally aired television commercial which mechanically replaces a network originated announcement. The premium cost paid for cut-ins is often justified in copy test situations.

**Cut offs** Points in time (usually for late night broadcasts) after which a spot cannot be aired.

**Cut outs/embellishments** Any lettering, image, or mechanical device that extends beyond the standard face of a billboard to attract more attention. This is only allowed in certain areas.

**Cutting** A film editing technique that creates a quick transition from one scene to another.

**Cyber café** A place which contains computers with access to the Internet and which is available to the public.

**Cyber squatting** When a person buys a domain that is a trademark or near trademark name of some other company.

**Cyberspace** Coined by author William Gibson in his 1984 novel "Neuromancer," cyberspace is now used to describe all of the information available through computer networks. The word cyberspace was coined by William Gibson, the Canadian science fiction writer, in 1982 in his novelette "Burning Chrome" in Omni magazine and was subsequently popularized in his novel Neuromancer. While cyberspace should not be confused with the real Internet, the term is often used simply to refer to objects and identities that exist largely within the computing network itself, so that a web site, for example, might be metaphorically said to "exist in cyberspace." According to this interpretation, events taking place

on the Internet are not therefore happening in the countries where the participants or the servers are physically located, but in cyberspace. This becomes a reasonable viewpoint once distributed services become widespread, and the physical identity and location of the participants become impossible to determine due to anonymous or pseudonymous communication. The laws of any particular nation state would therefore not apply. Although cyberspace is a common idea it can mean several different types of virtual reality. The word "cyberspace" is currently used in a primarily metaphoric sense and is mostly associated with the Internet.

When we sit in front of a computer and turn it on, something like magic happens before us; if we are correctly hooked up we can bring up an environment of hypertext with a click of the mouse. It feels like that behind the screen, there is a potentially very huge reservoir of information that is always in the making. Such a reservoir is somewhere, out there. We are certainly aware that people who generate information, and places wherein information resides, are not behind the screen or in the hard drive, but we nevertheless take the computer as a gateway to another place where other people have done similar things. Conceptually, we tend to envision a nonphysical "space" existing between here and there, and believe that we can access that "space" by utilizing computer-based technologies.

We send messages to others by e-mail, or talk to others in a chat room. We play chess on-line interactively as if the rival were right before us, though invisible. By

participating in an on-line teleconference, we experience some sort of presence of other conference participants. Since we can reach one another in a certain way, but are mutually separated after all, we tend to envisage the potential of such an electronic connection in terms of spatiality. Usually, we call it "cyberspace" that connects and separates us at the same time when we are engaged in the networked electronic communicative activities – the "space" that seems to open up or shut down as the computer screen is activated or deactivated. In this sense, what we get from cyberspace is mostly text-based information with graphic visual aid.

When we surf the Internet for its textual contents, we know we are spatially situated in front of a computer screen, and we cannot enter the screen and explore the unknown part of the Net as an extension of the space we are in. We know that the volume duality does not extend to the textual sources, because the screen itself belongs to the positive side of the space, and the gap between the screen and us belongs to the negative side; that is, the duality is already exhausted before we consider the textual contents on the screen. As for the gap between two words in a textual page, it only functions to separate two symbols, and symbols are not considered substantive entities. When we read the text page by page, however, we might attribute a spatial meaning to the interval between two pages if we consider the unturned pages to be somewhere "out there." The choice of the word "page" may also figuratively implicate a spatial interpretation. Furthermore, words such as "files",

“folders”, “windows”, and “sites” might even suggest that there be a spatial dynamic at work behind the scenes. But the only role of these figurative metaphors is organizing the textual contents, and the contents themselves are not figurative.

The word “cyberspace” here refers, therefore, not to the content being presented to the surfer, but rather to the dynamic that enables us to surf among different units of contents. We project a figurative structure into the symbolic connections which we know clearly are not figurative or spatial. Therefore, “cyberspace” understood not as something other than “space” but as one kind of space, is metaphorical. Some of us call it “nonphysical” space as if space allows a nonphysical version, but it remains unclear how space can be non-physical in its original sense. The metaphorical use of the term seems to be based on our understanding of the electronic connectivity, for the purpose of storing and delivering symbolic meaning, as a means of gathering and separating contents. In such a case, the word “space” might suggest a collage of positive and negative volumes, or the interplay between presence and absence of meaning. It directs us to regard the delivered meaning-complexes as delineated by operational units that are not given as symbolically meaningful, and that correspond to our actions of clicking, scrolling, typing, etc. These actions create “gaps” between our mental operations that articulate different units of meaning carried by symbols. The prefix “cyber” is derived from our understanding of a cybernetic process as a self-reflexive dynamic system that uses a negative

feedback circuit to stabilize an open-ended process. Here the notion of cyberspace applies such an understanding of the self-reflexive mechanism in cybernetics to the meaning-making process of the hypermedia.

Thus cyberspace suggests a possibly infinite number of occasions of grouping and separating, surfing and routing, constructing and destroying, etc. This open-ended quality resembles the perceived infinity of the physical space that cannot be pictured as being bounded by something. It is impossible to imagine that it would reach a final closure. Similarly, the experience of always having a potential to encounter something unknown or unexpected seems to be inherent in the surfing process. This is a process of perpetual interactions.

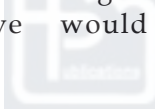
In the real world, we don’t consider such an act alone a sufficient condition for cultural identity. It seems that the physical proximity, geographically and ethnically understood, is more basic for the formation of cultural identity among those with shared values. The rhetoric of cyber community has yet to be justified by solid analysis before it can hope to become a conceptual tool that helps us understand cyberspace and cyber-culture adequately.

Video images are meant to be figures that actually occupy a space and the animation is meant to reproduce the movement of those figures in motion. Images are supposed to form the positive volume that delineates the empty space. Video images have to be able to move across the screen, on which the physical space of the game-player merges with the purported space surrounding the game figures. A game

cannot adopt itself to the cyber-culture metaphor unless it first reaches out to engage more players in the game, and then allows players to be figuratively represented on the screen. These figurative surrogates that act on behalf of the players are called "avatars." But since an avatar represents the player in an objectified manner, the alleged identity between the player's actual body and the avatar is no more than a stipulation. In such a case, there is no primordial space constitution at the ontological level. If we now call it "cyberspace" that allows avatars to move around as symbolic representations of the actual participant's bodies, then the metaphoric use of the word that suggests an open-ended potential of meaning-generating and reserving would become obsolete. A notion of digital community discussed above would now demand a

representation of the alleged community members by avatars.

The idea of a fully immersive cyberspace, such as that depicted in the matrix, is often used as a possible situation in epistemology intended to demonstrate the possibility of skepticism and present one argument for it. This is perhaps one of the most popular arguments in all of philosophy, for a discussion of it see brain-in-a-vat. It should be noticed however that the brain-in-a-vat argument is unlike cyberspace as conceived here as it talks about the sense organs being bypassed and the reality experience being fed into the brain directly. One difficulty with cyberspace as a philosophical tool to promote skepticism is that it requires the existence of a 'real world' outside of cyberspace whereas a hardline skeptic would say that it is possible for there to be no 'real world' at all.





# D

**D.T.T. (digital terrestrial television)** Digital television which is delivered via a normal rooftop aerial.

**DAGMAR (defining advertising goals for measured advertising response)** A model for planning advertising in such a way that its success can be quantitatively monitored

**Dailies** Also called *rushes*, this refers to unedited film. These are called Dailies because the film typically is viewed from a single day's shooting, even if the final commercial or program will take many days or weeks of shooting.

**Daily (or weekday)** A newspaper published at least five consecutive days of the week.

**Daily effective circulation (DEC)** Audience of potential viewers who have the opportunity to see an out-of-home message during a 24-hour period. DEC's are typically measured and adjusted for an 18 hour day and for 18+ buying population.

**Daily inch rate** A cost figure used in periodicals based on an advertisement placed one inch deep and one column wide (whatever the column inch).

**Daily totals** A Web Traffic Graph summarizing website activity over a period of time. Details include the number clicks and page views per day.

**Data enhancement** A process whereby a customer file has data appended to it (such as age, income, home value) from some external data file.

**Data entry** Also called keypunching. Entering names and addresses and other data into magnetic media such as tape.

**Data processing** The obtaining, recording and holding of information which can then be retrieved, used, disseminated or erased. The term tends to be used in connection with computer systems, and today is often used interchangeably with 'Information Technology'

**Database** A listing of current and/or potential customers for a company's product or service that can be used for direct marketing purposes. A database is an organized collection of data. The term originated within the computer industry, but its meaning has been broadened by popular use. One possible definition is

that a database is a collection of records stored in a computer in a systematic way, so that a computer program can consult it to answer questions. For better retrieval and sorting, each record is usually organized as a set of data elements. The items retrieved in answer to queries become information that can be used to make decisions. The computer program used to manage and query a database is known as a database management system (DBMS). The properties and design of database systems are included in the study of information science.

The central concept of a database is that of a collection of records, or pieces of knowledge. Typically, for a given database, there is a structural description of the type of facts held in that database: this description is known as a schema. The schema describes the objects that are represented in the database, and the relationships among them. There are a number of different ways of organizing a schema, that is, of modeling the database structure: these are known as database models (or data models). The model in most common use today is the relational model, which in layman's terms represents all information in the form of multiple related tables each consisting of rows and columns. This model represents relationships by the use of values common to more than one table. Other models such as the hierarchical model and the network model use a more explicit representation of relationships.

Strictly speaking, the term database refers to the collection of related records, and the software should be referred to as the database management system or DBMS.

When the context is unambiguous, however, many database administrators and programmers use the term database to cover both meanings.

Many professionals would consider a collection of data to constitute a database only if it has certain properties: for example, if the data is managed to ensure its integrity and quality, if it allows shared access by a community of users, if it has a schema, or if it supports a query language. However, there is no agreed definition of these properties.

Database management systems are usually categorized according to the data model that they support: relational, object-relational, network, and so on. The data model will tend to determine the query languages that are available to access the database. A great deal of the internal engineering of a DBMS, however, is independent of the data model, and is concerned with managing factors such as performance, concurrency, integrity, and recovery from hardware failures. In these areas there are large differences between products.

The earliest known use of the term database was in June 1963, when the System Development Corporation sponsored a symposium under the title Development and Management of a Computer-centered Data Base. Database as a single word became common in Europe in the early 1970s and by the end of the decade it was being used in major American newspapers.

The first database management systems were developed in the 1960s. A pioneer in the field was Charles Bachman.

Bachman's early papers show that his aim was to make more effective use of the new direct access storage devices becoming available: until then, data processing had been based on punched cards and magnetic tape, so that serial processing was the dominant activity. During the 1980s, research activity focused on distributed database systems and database machines, but these developments had little effect on the market. Another important theoretical idea was the Functional Data Model, but apart from some specialized applications in genetics, molecular biology, and fraud investigation, the world took little notice. In the 1990s, attention shifted to object-oriented databases. These had some success in fields where it was necessary to handle more complex data than relational systems could easily cope with, such as spatial databases, engineering data (including software engineering repositories), and multimedia data. Some of these ideas were adopted by the relational vendors, who integrated new features into their products as a result.

Most database systems are built around one particular data model, although it is increasingly common for products to offer support for more than one model. For any one logical model various physical implementations may be possible, and most products will offer the user some level of control in tuning the physical implementation, since the choices that are made have a significant effect on performance. An example of this is the relational model: all serious implementations of the relational model allow the creation of indexes which provide fast access to rows in a table if

the values of certain columns are known. A data model is not just a way of structuring data: it also defines a set of operations that can be performed on the data. The relational model, for example, defines operations such as selection, projection, and join. Although these operations may not be explicit in a particular query language, they provide the foundation on which a query language is built.

Databases are used for lots of purposes. Databases are the preferred method of storage for large multiuser applications, where coordination between many users is needed. Even individual users find them convenient, though, and many electronic mail programs and personal organizers are based on standard database technology.

**Database marketing** Whereby customer information, stored in an electronic database, is utilised for targeting marketing activities. Information can be a mixture of what is gleaned from previous interactions with the customer and what is available from outside sources.

**Daughter window** An ad that runs in a separate ad window associated with a concurrently displayed banner. In normal practice, the content and banner are rendered first and the daughter window appears thereafter.

**Day after recall test** A research method that tests consumers' memories the day after they have seen an ad, to assess the ad's effectiveness.

**Daypart** Broadcast time period (segment), eg daytime 10:00am to 4:00pm. Often

applied to segments which are used by TV companies in allocating rates to different parts of the day - but there are no generally agreed exact definitions by time period.

**Daytime** The TV daypart that generally begins at 9 a.m. and ends at 5 p.m.

**DB (delayed broadcast)** Is the airing of network program in a local market at a time other than its regularly scheduled broadcast.

**DBA (database administrator)** A person who controls a marketing database. The DBA should be someone from marketing or sales who has the budget for the database.

**DDB (doyle, dane and bernbach)** Advertising agency, especially well known for its advertising in the 1960's.

**De dupe** Identifying and consolidating duplicate names usually done in a merge/purge operation.

**Dead link** An html link that has gone bad. The destination page no longer exists. Many search engines routinely check for "dead links" by spidering the page again. Dead links used to be a serious problem on search engines (mostly yahoo), but with increased link checking, dead links are becoming more rare.

**Deadline** The final date for accepting advertising materials to meet a publication or broadcast schedule. Also referred to as closing time, final acceptance time, or placement of schedule time.

**Dealer listing** An advertisement that promotes a product and identifies the names of participating retailers or dealers who sell it.

**Dealer loader** A gift to a retailer or dealer who purchases a specified quantity of merchandise.

**Dealer training** A process whereby dealers are trained to handle your product.

**Decay constant** An estimate of the decline in product sales if advertising were discontinued.

**Decentralized organizational structure** A method of organizing for international advertising and promotion where managers in each market or country have decision-making authority.

**Decentralized system** An organizational system whereby planning and decision-making responsibility for marketing, advertising, and promotion lies with a product/brand manager or management team rather than a centralized department.

**Deception** According to the Federal Trade Commission, a misrepresentation, omission, or practice that is likely to mislead the consumer acting reasonably in the circumstances to the consumer's detriment.

**Deceptive advertising** FTC definition: "A representation, omission, act or practice that is likely to mislead consumers acting reasonably under the circumstances." To fall under FTC regulations, a deceptive claim must also be material.

**Decile** One-tenth of a mailing, usually divided by percentage of response.

**Decoding** The process by which a message recipient transforms and interprets a message.

**Decoding process** The process in which signs are converted into concepts and ideas.

**Decoy** A unique name added to a mailing list used to spot unauthorized use of the list.

**Deep linking** Linking to content buried deep within a website. They are referred to as “deep” because they are often two or more directories deep within a website.

**Defeating cache** This process, also known as “cache bursting”, is accomplished by adding a random number to the banner HTML each time the page is reloaded. This causes a separate banner request to be sent to the server, thus insuring the banner is not cached and banner advertisement impressions are not undercounted.

**Defensive advertising** The type of advertising that aims to off-set or lessen the effects of a competitor’s promotional programme.

**Defensive spending** Advertising budget allocation strategy in which more weight is given to areas of current sales strength rather than to potential or competitive areas of strength.

**Delegation** The process of assigning name servers to a domain name.

**Delisting** When pages are removed from a search engines index. This may happen because they have been banned or for other reasons, such as an accidental glitch on the search engine’s part.

**Delphi method** A method for problem definition that consists of a series of interviews with a panel of experts.

**Demographics** Demographic data usually refers to the data which the Census Bureau or Canada Stats collects on a neighborhood such as income, education

level, etc. This data can be appended to a household record. It isn’t necessarily accurate for any particular household since it is the average for households in that block. But it is usually the only data available.

**Demographic edition** A special edition of a magazine targeted for a specific demographic group.

**Demographic factors** Individual characteristics such as age, sex, race, ethnic origin, income, family life cycle and occupation.

**Demographic information** Data gathered, researched and used to identify various consumer market segments.

**Demographic profiles** Audience breakdowns based on various characteristics such as age, sex, income, education, etc. Design- The artwork and text which comprise the poster or painted bulletin display.

**Demographic segmentation** Dividing consumers into groups based on selected demographics, so that different groups can be treated differently. For example, two advertisements might be developed, one for adults and one for teenagers, because the two groups are expected to be attracted to different types of advertising appeal.

**Demonstrations** Occasions at which manufacturers show how a product actually works in order to encourage trial use and purchase of the product.

**Density range** Difference in the degree of darkness between the lightest and darkest tones of a piece of artwork.

**Departmental system** The organization of an advertising agency into departments



based on functions such as account services, creative, media, marketing services, and administration.

**Dependent variable** A variable that is contingent on, or restricted to, one value or a set of values assumed by the independent variable.

**Depth interview** A method of research, whereby a trained interviewer meets with consumers individually and asks a series of questions designed to detect attitudes and thoughts that might be missed when using other methods.

**Derived demand** A situation where demand for a particular product or service results from the need for other goods and/or services. For example, demand for aluminum cans is derived from consumption of soft drinks or beer.

**Descending letters** Letters with a projection below the body, such as g, j, p, q, and y.

**Description** A short piece of descriptive text to describe a web page or website. With most search engines, they gain this information primarily from the meta data element of a web page. Directories approve or edit the description based on the submission that is made for a particular URL.

**Description tag** An HTML tag used by Web page authors to provide a description for search engine listings.

**Descriptive studies** Data collection that focuses on providing an accurate description of the variables in a situation.

**Deseasonalisation** The marketing industry's word for the growing practice of selling seasonal goods for weeks or months ahead. Watch out for Christmas cards

entering the shops as soon as the Easter eggs finally depart.

**Designated market area DMA** Designated Market Areas are used by media research groups to identify TV stations whose broadcast signals reach specific areas and attract the most viewers. DMA maps cover the entire United States and are non-overlapping. There are 210 DMA's throughout the US.

**Destination URL** The page that the advertiser wants to associate with a particular ad of the campaign.

**DHTML (dynamic hypertext markup language)** An extended set of HTML commands which are used by Web designers to create much greater animation and interactivity than HTML.

**Diary tests** Experiments in which households log their weekly purchases and consumption patterns.

**Differentiated marketing** A type of marketing strategy whereby a firm offers products or services to a number of market segments and develops separate marketing strategies for each.

**Differentiation** A situation where a particular company or brand is perceived as unique or better than its competitors.

**Digibeta videotape** Beta (also called Beta SP) is the videotape format most widely used for television broadcast and high quality video production. Digibeta is a newer digital form of Beta tape that is increasingly being used.

**Digital** Digital transmission technology has a very wide range of applications in broadcast media, video, telephony, computing, etc.

In TV, it facilitates more efficient use of transmission frequencies (more channels for a given bandwidth), unlike its predecessor, PAL, which was analogue.

Digital signals can be encrypted and compressed. The technology offers enhanced picture quality and improved sound quality for both TV and radio services.

**Digital cable** A collection of channels, typically distributed to subscribers as an add-on package, which are transmitted initially in the form of binary code and used to enhance cable TV service and/or two-way high-speed Internet.

**Digital line** A type of telephone transmission service that is much more reliable than the normal analog line. All data is converted into bits before it is transmitted. A regular telephone line is called an analog line.

**Digital signatures** Signatures for electronic documents. They establish identity and therefore can be used to establish legal responsibility and the complete authenticity of whatever they are affixed to – in effect, creating a tamper-proof seal.

**Digital television (DTV)** DTV encompasses HDTV, or high-definition television, which is a set of standards for video and audio-signal quality. DTV can be used to carry more channels in the same amount of bandwidth than analog TV and to receive high-definition programming. The digital signal eliminates common analog broadcasting artifacts such as “ghosting”, “snow”, and static noises in audio. However, when the signal is transmitted at a too low data rate DTV replaces these

artifacts with new MPEG compression artifacts, such as “blocking”, and may fail to work entirely in situations where analog television would have produced an impaired but watchable picture. Depending on the sophistication and level of the error correction defined by the technical standard that the broadcaster complies with, DTV may either work perfectly or not work at all. The switch-over to a DTV signal often coincides with a change in picture format from an aspect ratio of 4:3 to one of 16:9. This enables TV to get closer to the aspect ratio of movies and human vision. On traditional screens this leads to “letterbox” black bars above and below the picture due to placing the 16:9 picture in a 4:3 frame.

DTV has been shown to be commercially viable in the satellite television market, where it is used to multiplex large numbers of channels onto the available bandwidth. The business model for satellite DTV in the U.S. and the UK is similar to that for cable TV. Satellite DTV operators tend to act as packagers for large numbers of channels, including pay-TV. The greater RF bandwidth available to satellite operators allows them to out-compete terrestrial DTV operators on both number of channels and picture quality.

Where an original analog cable set-top box is already required this has to be replaced to receive digital cable. From a user’s point of view the main advantage appears to be simply better picture quality and more channel availability, however (depending on the choices operators make regarding set-top box hardware and middleware software) many other features become possible with the transfer away from

analog. Often a TV guide (seven-day schedules) with extended information can be viewed, reminders to watch programs can be set and advanced parental censorship on channel content can be exercised. Operators also enjoy better CA (conditional access) on digitally transmitted streams as they can be sent "encrypted" with schemes such as DES encryption to help prevent unauthorized access and protect revenues. Operators wishing to increase the carrying capacity of their original networks have to replace all analog set-top boxes with digital replacements before turning off the analog feeds; this is not a trivial or low-cost solution as literally millions of set-top boxes require replacement. Some of the more advanced cable networks even have the use of a return path (a two-way data communications path to allow DTV set-top boxes to return information back to the operators head-end). This allows them to extend services offered to include interactive web style content viewing, gaming, voting and other "on-demand" services such as control of video on-demand films.

Internet technologies are finally starting to be adapted for use with DTV deployments, meaning a single broadband Internet connection will eventually service one's home providing one with Triple Play (voice over IP, Internet access, and digital television).

IPTV is a big step forward when combined with the latest advancements in picture quality such as high-definition (HDTV) and new AVC (Advanced Video Compression) standards such as MPEG4 H.264 or WM9 (very efficient emerging picture compression standards).

Not only are set-top boxes becoming smarter (they are essentially cut down PC's in their own right) they will interact with other devices such as PDA's, mobile phones, and the Internet to provide a truly flexible solution allowing local information to be tailored to specific regions (e.g. weather and news from your local area).

There are also a significant number of DVB or free-to-air satellite viewers who retain analog terrestrial capability solely for news, sport, or other purely local broadcasts. The cost of a second digital set-top box for each TV just for a few local channels may be difficult to justify if these households already watch digital signals on most channels and have capital tied up in DVB-S or proprietary dish hardware.

All digital TV variants can carry both standard-definition television (SDTV) and high-definition television (HDTV). All early SDTV television standards were analog in nature, and SDTV digital television systems derive much of their structure from the need to be compatible with analog television. In particular, the interlaced scan is a legacy of analog television. Attempts were made during the development of digital television to prevent a repeat of the fragmentation of the global market into different standards (that is, PAL, SÉCAM, NTSC). However, once again the world could not agree on a single standard, and hence there are three major standards in existence: the European DVB system and the U.S. ATSC system, plus the Japanese system ISDB. Note: For cable, in addition to ATSC standards, the SCTE standard is used to describe Cable out-of-band metadata.

Most countries in the world have adopted DVB, but several have followed the U.S. in adopting ATSC instead.

Today most viewers receive digital television via a set-top box, which decodes the digital signals into signals that analog televisions can understand, but a slowly growing number of TV sets with integrated receivers are already available. Access to channels can be controlled by a removable smart card.

**Digital video server** A robust, dedicated computer at a central location that receives command requests from the television viewer through a video-on-demand application. Once it receives this request, it then instantly broadcasts specific digital video streams to that viewer.

**Dingbats** Typographical ornaments such as bullets, arrows and check marks, usually used for design emphasis within text.

**Dinky** Known also as “slip sheet” or “fly sheet.” Two pages, back to back, inside a newspaper section, that are not connected to two more pages.

**Diorama** A backlit display located in airports, malls, bus terminals, and sports arenas.

**Direct access** A disk is a direct access device. Tape drives are not direct access because to find data on them, you have to read all the way through thousands of records to find the one you want. With direct access, you have all data stored at particular addresses. You can access each piece of data directly.

**Direct channels** A marketing channel where a producer and ultimate consumer interact directly with one another.

**Direct cost percent** The percentage of revenue that is applied to the cost of the product plus overhead, fixed costs, etc.

**Direct headline** A headline that is very straightforward and informative in terms of the message it is presenting and the target audience it is directed toward. Direct headlines often include a specific benefit, promise, or reason for a consumer to be interested in a product or service.

**Direct hit** A click through counting system that counts users clicks on various search engine results. The count of clicks is then used to determine web site rankings in results pages. This system is can be manipulated quite easily.

**Direct house** An advertising specialties company that manufactures and then sells its goods directly with its own sales force, rather than through retailers.

**Direct mail** Direct mail is the most common form of direct marketing, advertising that conveys its messages straight to the consumer or another business rather than using an intervening medium such as television or print advertising.

**Direct mail package** A mix of mailing envelope, covering or explanatory letter, circular, response device and return device.

**Direct marketing** A decision by a company’s marketers to select a marketing channel which avoids dependence on marketing channel intermediaries and to focus marketing communications activity on promotional mix ingredients which deal directly with targeted customers. Direct marketing is discipline within marketing that involves the planned recording, analysis and tracking of individual

customers' (business-to-business or consumer) responses and transactions for the purpose of developing and prolonging mutually profitable customer relationships. Direct marketing is a form of marketing that attempts to send its messages directly to consumers, using "addressable" media, such as mail and (increasingly) email. Therefore, direct marketing differs from regular advertising in that it does not place its messages on a third party medium, or in the public market, such as a billboard or a radio commercial would.

If a marketer sends out one million solicitations by mail, and ten thousand customers can be tracked as having responded to the promotion, the marketer can say with some confidence that the campaign led directly to the responses. By contrast, measurement of other media must often be indirect, since there is no direct response from a consumer. Measurement of results, a fundamental element in successful direct marketing, is explored in greater detail elsewhere in this article.

It is sometimes criticized for generating unwanted solicitations, which are sometimes referred to as junk mail and spam. However spam and bulk mail drops are not true forms of Direct Marketing as recipients are not identified as prospects by any form of selective criteria.

Any medium that can be used to deliver a communication to a customer can be employed in direct marketing. Direct marketers often refer to such media as "addressable" to distinguish them from "mass" media, such as television, radio,

and print. Probably the most commonly used medium for direct marketing is direct mail, in which marketing communications are sent to customers using the postal service. In many developed countries, direct mail represents such a significant amount of the total volume of mail that special rate classes have been established. In the United States and United Kingdom, for example, there are bulk mail rates that enable marketers to send mail at rates that are substantially lower than regular first-class rates. Direct mail permits the marketer to design marketing pieces in many different formats. Indeed, there is an entire subsector of the industry that produces specialized papers, printing, envelopes, and other materials for direct mail marketing. Some of the common formats, include:

1. Catalogs: Multi-page, bound promotions, usually featuring a selection of products for sale.
2. Dimensional Mailers: Mailers that have some dimension to them, like a small box.
3. Envelope mailers: Mailings in which the marketing material is placed inside an envelope. This permits the marketer to include more than one insert.
4. Intelligent Documents: Programmable mail pieces built dynamically from database information, and printed digitally for faster production.
5. Postcards
6. Self-mailers: Pieces usually created from a single sheet that has been printed and folded.
7. Snap Mailers: Mailers that fold and seal with pressure.



The term “junk” is usually used when someone receives an item of mail that is untargeted or not relevant to them. Bulk mailings are a particularly popular method of promotion for businesses operating in the financial services, home computer and travel and tourism industries. Advertisers often call it “targeted mailing”, as mail is usually sent out following database analysis. For example a person who likes golf may receive direct mail for golf related products or perhaps for goods and services that are appropriate for golfers. The USPS prefers to call it “advertising mail”, noting that some people might find offers of interest to them in it.

Some people respond positively to direct mail advertising and find useful goods and services on offer. Traditionally, this was more true in rural areas where people had to travel many miles to do their shopping and direct mail and mail order shopping was a major convenience. However, many people dislike it, in the same way as with telemarketers’ calls and e-mail spam, and some jurisdictions like the US have laws requiring junk mailers to withhold their offerings from residents who opt out.

Delivery of unaddressed items through letterboxes (“direct mail without the stamp”) takes place in large numbers. Deliveries are either made via the postal service, independent delivery companies or local newspaper publishers. It is a lower-cost alternative to direct mail and therefore can produce a lower cost per response for the advertiser. It can be used as part of a mixed media campaign, e.g. with TV or Radio.

In telemarketing, marketers contact the customer via telephone calls. One of the original attractions of telemarketing was the speed with which marketing campaigns could be executed. While direct mail is cost-effective, it is relatively slow, since marketing pieces must be shipped by mail.

Telemarketing also lends itself well to products and services that are complex to buy, such as switching to another telephone company or purchasing a financial service. Certain types of transactions may also be subject to government regulation; telemarketing permits a company representative to walk the customer through the purchase, while ensuring compliance with laws.

Email is proving to be an increasingly popular medium for direct marketers, in large part because of its relatively low cost, but also because customer responses can be generated rapidly. When sent to customers who have given their permission to receive such marketing material, email marketing can be a highly cost-effective method of promotion. However, when performed without permission, or used to send inappropriate messages, the result is e-mail spam, which most Internet users and administrators consider an abuse of network resources and a nuisance. Spam is prohibited by the appropriate-use policies of almost all Internet service providers and increasingly is the subject of laws and regulations aimed at curbing the practice.

Two new media have received attention from analysts and industry promoters as potential channels for delivering direct marketing. In both cases, their use has not

yet become as widespread as established channels, and both still have technological hurdles to overcome.

Direct marketing typically relies heavily on computer databases and is therefore an example of database marketing. Most direct marketing is done by companies whose only function is to manage and perform direct advertising, rather than by the advertised entity itself. The services provided by these companies includes the maintenance of mailing lists and the production of the direct mail pieces themselves in a factory called a lettershop.

Direct marketers have been long-time customers of computer databases, and they often have very sophisticated criteria of inclusion and exclusion in their mailing lists. Recently, political campaigns have begun to appropriate the methods of direct marketers (or to employ direct marketing firms) to raise money and create activism.

A related form of marketing is direct response marketing. In direct marketing, the marketer contacts the potential customer directly, but in direct response marketing the customer responds to the marketer directly. Its most common form today is infomercials. They try to achieve a direct response via television presentations. Viewers respond via telephone or internet, credit card in hand. Other media, such as magazines, newspapers, radio, and e-mail can be used to elicit the response, but they tend to achieve lower response rates than television.

Order forms or coupons in magazines and newspapers are another type of direct response marketing. Mail order is a term,

seldom used today, that describes a form of direct response in which customers respond by mailing a completed order form to the marketer. Mail order is slow and response rates are low. It has been eclipsed by toll-free telephone numbers and the internet.

**Direct premium** A premium provided to the consumer at the same time as the purchase.

**Direct response** The school of advertising that says, "The Internet is an interactive medium. If the consumer interacts with our marketing efforts, we've done our job." Unfortunately for agencies, there's nowhere to hide with interactive campaigns, as they produce precise success or failure measurements.

**Direct response agencies** Companies that provide a variety of direct marketing services to their clients including database management, direct mail, research, media service, and creative and production capabilities.

**Direct response banner** A banner which features a call to action. On the the direct response banner below, the call to action is "Submit."

**Direct selling** The direct personal presentation, demonstration, and sale of products and services to consumers usually in their homes or at their jobs.

**Direct to home (DTH)** Households receive satellite transmission directly without the intermediary of cable transmission. A satellite dish is a type of parabolic antenna designed with the specific purpose of transmitting signals to and/or receiving from satellites. A satellite dish is a particular type of microwave antenna.

Satellite dishes come in varying sizes and designs, and are most commonly used to receive satellite television.

Modern dishes intended for home television use are generally 43 cm (18") to 80 cm (31") in diameter, and are fixed in one position, for Ku-band reception from one orbital position. Prior to the existence of Direct broadcast satellite services, home users would generally have a motorised C-band satellite dish of up to 3 metres in diameter for reception of channels from different satellites. Overly small dishes can still cause problems, however, including rain fade and interference from adjacent satellites.

In Europe the frequencies used by DBS services in Europe are 10.7 - 12.75 GHz on two polarizations H and V. This represents a total of 4.1 GHz of spectral bandwidth which is split into 4 polarization/frequency bands. On the coaxial cable between the LNBF and the receiver frequencies 950 - 2150 MHz are allocated for the satellite service. Lower frequencies are allocated to Cable and Terrestrial TV, FM radio, etc. There are 4 bands - Vertical High, Vertical Low, Horizontal High and Horizontal Low, each of these bands needs a separate cable from the LNBF to the receiver or the receiver needs to select one of the 4 bands at a time.

In a single receiver residential installation there is a single cable and the receiver uses different power supply voltages and pilot tones to instruct the LNB to select one of the 4 bands. In a larger installation each band is given its own cable and there are 4 cables from the LNB to a switching matrix, which allows the connection of

multiple receivers in a star topology using the same signalling method as in a single receiver installation.

The quality of a satellite dish is usually expressed as a G/T ratio. This is the "gain" (i.e. signal amplification) of the dish divided by the amount of noise the LNB produces. The gain depends on many factors including surface finish, accuracy of shape, feedhorn masking and not least: size. The amount of noise an LNB produces depends on design, temperature and losses in the cables.

**Direct-action advertising** Advertising designed to produce an immediate effect such as the generation of store traffic or sales.

**Directional medium** Advertising media that are not used to create awareness or demand for products or services but rather to inform customers as to where purchases can be made once they have decided to buy. The Yellow Pages are an example of a directional medium.

**Direct-marketing media** Media that are used for direct-marketing purposes including direct mail, telemarketing, print, and broadcast.

**Directory** A list of web sites, usually organized by category. Many directories are searchable, but they are different from search engines because they just list your home page. They don't spider your site, so any hidden descriptions or keywords will not count toward the relevancy of your page in any given search.

**Directory advertising** Advertising that appears in a directory (telephone directory, tourism brochure, etc.). This frequently connotes advertising that consumers intentionally seek.

**Directory optimisation** The process of creating a submission that is designed to increase the ranking according to relevant search terms. This process is especially important for paid submissions as an optimised submission greatly enhances the chances of receiving a good ROI.

**Direct-response advertising** A method of direct marketing whereby a product or service is promoted through an advertisement that offers the customer the opportunity to purchase directly from the manufacturer.

**Discount rate** The amount by which any future dollar amount must be divided to produce the net present value of the amount. The formula is  $DR = (1 + i)^n$  where  $i$  = market rate of interest and  $n$  = number of years. The interest rate is usually doubled in the formula to account for risk.

**Discrepancy** An unreconciled disagreement involving differences among station logs, contracts, invoices, and the buyers' records.

**Disk** Magnetic disks are attached to computers. They hold information (records) which can be retrieved very rapidly if the computer knows the address of the information on the disk (direct access). In relational databases, the address of records and information within records are kept on indexes which make access to the records very rapid.

**Display** Display advertisements in press media are distinguished from classified advertisements by the fact that they are not printed in a special section of the publication, under a heading or 'classification' The term 'display' is also

often used in connection with outdoor advertising, eg 'a three month display of four-sheets'. Successful download giving the user an opportunity to see.

**Display ads** "Box" ads appearing anywhere in the newspaper except within the classified single column linear ads. Usually contain artwork in addition to text copy.

**Display advertisement** (1) In print media, any advertisement other than a classified ad.

(2) An ad that stands alone, such as window sign.

**Display file** The text as it appears on the screen or in printout with field tags and file markers invisible. Hypertext links are visible because they are used to "jump" between related sections of the text.

**Display period** The exposure time during which the individual advertising message is an out-of-home structure such as a billboard. Bulletins display period varies depending on individual contracts.

**Display type** A typeface used to attract attention in ads.

**Display URL** Website name that is displayed in the search results of the PPC search engine.

**Dissolve** A gradual fade from one scene to another in a film or television production, usually denoting passage of time

**Dissonance/attribution model** A type of response hierarchy where consumers first behave, then develop attitudes or feelings as a result of that behavior, and then learn or process information that supports the attitude and behavior.

**Distributor** A company or person that distributes a manufacturer's goods to retailers. The terms "wholesaler" and "jobber" are sometimes used to describe distributors.

**Dithering** A technique for altering the values of adjacent dots or pixels to create the effect of intermediate values. In printing color images or displaying color on a computer screen, dithering refers to the technique of making different colors of adjacent dots or pixels to give the illusion of a third color; for example, a printed field of alternating cyan and yellow dots appears to be green. Dithering can give the effect of shades of gray on a black-and-white display or the effect of more colors on a color display.

**Diverting** A practice whereby a retailer or wholesaler takes advantage of a promotional deal and then sells some of the product purchased at the low price to a store outside of their area or to a middleman who will resell it to other stores.

**DML** Data manipulation language.

**Dmoz** The open directory project. The largest human edited directory on the web.

**DNIS (dialed number identification system)** A system whereby you can learn in a call center what number the incoming callers dialed to reach you. Important because many call centers handle calls from many incoming numbers for many purposes, but use the same bank of agents to take the calls. They have to know what number people were dialing so they can react properly to the call.

**DNS** A domain name server (DNS) is a computer on the Internet that helps to

translate domain names into IP addresses. Without it web sites could not be found when typed into a browser.

**Dog and pony show (colloquial)** An elaborate pitch or presentation of an advertising campaign.

**Domain** A domain is the main subdivision of internet addresses, the last three letters after the final dot, and it tells you what kind of organization you are dealing with. There are six top-level domains widely used: .com (commercial) .edu (educational), .net (network operations), .gov (US government), .mil (US military) and .org (organization). Other, two letter domains represent countries; thus, .uk for the United Kingdom, .dk for Denmark, .fr for France, .de for Germany, .es for Spain, .it for Italy and so on.

**Domain name** The unique name that identifies an Internet site. Every domain name consists of one top or high-level and one or more lower-level designators. Top-level domains (TLDs) are either generic or geographic. Generic top-level domains include .com (commercial), .net (network), .edu (educational), .org (organizational, public or non-commercial), .gov (governmental), .mil (military); .biz (business), .info (informational), .name (personal), .pro (professional), .aero (air transport and civil aviation), .coop (business cooperatives such as credit unions) and .museum. Geographic domains designate countries of origin, such as .us (United States), .fr (France), .uk (United Kingdom), etc.

**Domain name registration** The act of registering a domain name with an approved registrar. The process is overseen by icann.



- Door-opener** A product or advertising specialty given by a sales person to consumers to induce them to listen to a sales pitch.
- Doorway domain** A domain used specifically to rank well in search engines for particular keywords, serving as an entry point through which visitors pass to the main domain.
- Doorway page** A web page created expressly in hopes of ranking well for a term in a search engine's non-paid listings and which itself does not deliver much information to those viewing it. Instead, visitors will often see only some enticement on the doorway page leading them to other pages (i.e., "Click Here To Enter), or they may be automatically propelled quickly past the doorway page. With cloaking, they may never see the doorway page at all. Several search engines have guidelines against doorway pages, though they are more commonly allowed in through paid inclusion programs. Also referred to as bridge pages, gateway pages and jump pages, among other names.
- Dot gain** A gain (or loss) in the halftone dot caused by ink bleeding or spreading as it is absorbed by the paper. The result is darker or muddier printed images.
- Dot** The individual element of a halftone.
- Dots per inch (DPI)** A measure of the resolution of a screen image or printed page. Dots are also known as pixels. The Macintosh screen displays 72 dpi, the LaserWriter printer prints 300 dpi, and a photo imagesetter can print 2,540 dpi or more.
- Double crown** Poster size in portrait shape, the equivalent of a quarter of the size of a 4 sheet.
- Double spotting** In broadcast, running one spot announcement directly after another.
- Double truck** A single ad covering two facing pages including the gutter. The use of the gutter adds a half-column to the size calculation. Broadsheet DT=12.5x22"; Tab DT=10.5 x13".
- Download** The process of retrieving information from any computer is called Downloading. When one computer sends information to another, it is called Uploading.
- Downscale** A word to describe a person's status at the lower end of the socio-economic scale.
- Downsizing** Moving a function from a mainframe computer to a smaller computer such as a Mini, a LAN or a PC.
- DPI (dots per inch)** Dots per square inch of information. In creating artwork for out-of-home creative people should use the highest resolution possible. 300 dpi is typically a bare minimum.
- DPO (distinct point of origin)** A unique address from which a browser connects to a Web site on the Internet.
- Drill down** When an online user accesses more and more pages of the Web site, i.e., he or she goes deeper into the content of the site.
- Drive time** The peak period for radio listenership. Drive time is normally between 6 a.m. and 10 a.m. and 3 p.m. and 7 p.m., when people are driving to and from work.
- Drop and hook operation** Term associated with semi-trailers that are dropped at a designated location and cargo is unloaded. The carrier then leaves the

semi-trailer and picks up another semi-trailer for the return trip.

**Drop capital or drop initial** A capital letter at the beginning of an article or paragraph, as in the sample below. Drop capitals may be two or more times as big as the body type, and may be inset into the beginning of the first two or three lines. When a drop initial is used, the first word of the text is often set in capitals.

**Drop down menu banner** A menu in a banner that displays, or “drops down,” a text list when clicked (usually of separate links).

**DSL (digital subscriber line)** A high-speed dedicated digital circuit from a given location to the telephone company’s central office, using normal copper telephone lines. DSL provides a separate channel for voice and fax, which means that phone calls and faxes can be carried at the same time high-speed data is flowing across the line. DSL is a general term that includes several variations: ADSL (Asymmetric Digital Subscriber Line), ranging up to 1.5 Mbps; HDSL (High-bit-rate Digital Subscriber Line), 1.5 Mbps; SDSL (Single-line Digital Subscriber Line), 1.5 Mbps; VDSL (Very high-data-rate Digital Subscriber Line), ranging up to 2.3 Mbps; and RDSL (Rate Adaptive Digital Subscriber Line), various speeds.

**DTC** DTC stands for “direct-to-consumer.” The term is commonly used to denote advertising that is targeted to consumers, as opposed to businesses. Television ads, print ads in consumer publications, and radio ads are all forms of DTC advertising.

**Dual feed** A dual feed is two separate broadcast transmissions for two separate

time zones, so that programming times will be uniform for viewers on both coasts. Most cable networks now support dual feed broadcasts.

**Dummy** A copy (e.g., xerographic duplicate) of an ad, or even blank sheets of paper, provided to a printer or artist as an example of the size, color, or other aspect of the ad to be produced.

**Dump** Printed display of the contents of a tape or data file. You should look at a dump of some records in our customer database to check accuracy.

**Duplicate** The same name occurring twice or more on the same file. All very large databases contain duplicates because name or address spelling may vary slightly. Good service bureaus can reduce but never totally eliminate duplicates.

**Duplicated audience** That portion of an audience that is reached by more than one media vehicle.

**Duplicated research** Audience members exposed to a message as a result of messages having appeared in two or more different media vehicles.

**Duplication factor** The % of names on one list that are also on another list. It is a measure of affinity in the lists.

**DVR (digital video recorder)** A high capacity hard drive that is embedded in a set-top box, which records video programming from a television set. These DVRs are operated by personal video recording software, which enables the viewer to pause, fast forward, and manage all sorts of other functions and special applications.

**Dyadic communication** A process of direct communication between two persons or

groups such as a salesperson and a customer.

**Dynamic ad placement** The process by which an ad is inserted into a page in response to a user's request. Dynamic ad placement allows alteration of specific ads placed on a page based on any data available to the placement program. At its simplest, dynamic ad placement allows for multiple ads to be rotated through one or more spaces. In more sophisticated examples, the ad placement could be affected by demographic data or usage history for the current user.

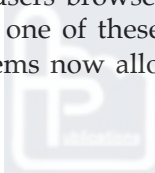
**Dynamic content** A page that is generated just as the user views it. The content delivered to the user is often updated on-the-spot out of a database or based upon the users browser. It used to be easy to spot one of these pages, but with most systems now allowing dynamic content

from any page at any time, you just never know. Search engines no longer penalize for dynamic content as long as the URL does not include submitted data (a ? question mark in the url).

**Dynamic IP address** An IP address that changes every time a user logs on to the Internet.

**Dynamic IP address defaults** Term used by ad networks to describe a type of banner that is served to a site when no paying banner is available. Usually a PSA type of advertisement unless the ad network permits publishers to specify their own default advertisement.

**Dynamic rotation** The process where advertisement units are delivered based on a rotating or random basis so that users are exposed to different ads and ads are served in different pages of the site.



# E

**E commerce** The ability to sell goods and services over the internet. To enable your web site to sell goods and services, you need a merchant account (to process credit cards), a secure server for your form, and (if you have more than one product) a shopping cart program to “remember” what your customers want to purchase. If you anticipate a large volume of purchases, you may need a separate company to provide real-time processing of your credit card transactions. Electronic commerce, e-commerce or ecommerce consists primarily of the distributing, buying, selling, marketing, and servicing of products or services over electronic systems such as the Internet and other computer networks. The information technology industry might see it as an electronic business application aimed at commercial transactions. It can involve electronic funds transfer, supply chain management, e-marketing, online marketing, online transaction processing, electronic data interchange, automated inventory management systems, and automated data-collection systems. It typically uses electronic communications

technology such as the Internet, extranets, e-mail, Ebooks, databases, and mobile phones.

The meaning of the term “electronic commerce” has changed over time. Originally, “electronic commerce” meant the facilitation of commercial transactions electronically, usually using technology like Electronic Data Interchange (EDI, introduced in the late 1970s) to send commercial documents like purchase orders or invoices electronically. Later it came to include activities more precisely termed “Web commerce” – the purchase of goods and services over the World Wide Web via secure servers (note HTTPS, a special server protocol which encrypts confidential ordering data for customer protection) with e-shopping carts and with electronic pay services, like credit card payment authorizations.

When the Web first became well-known among the general public in 1994, many journalists and pundits forecast that e-commerce would soon become a major economic sector. However, it took about four years for security protocols (like

HTTPS) to become sufficiently developed and widely deployed. Subsequently, between 1998 and 2000, a substantial number of businesses in the United States and Western Europe developed rudimentary Web sites. Although a large number of “pure e-commerce” companies disappeared during the dot-com collapse in 2000 and 2001, many “brick-and-mortar” retailers recognized that such companies had identified valuable niche markets and began to add e-commerce capabilities to their Web sites.

Electronic commerce has unlimited potential for both developed and developing nations, offering lucrative profits in a highly unregulated environment. A successful e-commerce organization must also provide an enjoyable and rewarding experience to its customers.

Even if a provider of E-commerce goods and services rigorously follows these seventeen “key factors” to devise an exemplary e-commerce strategy, problems can still arise.

Certain products/services appear more suitable for online sales; others remain more suitable for offline sales. Many successful purely virtual companies deal with digital products, including information storage, retrieval, and modification, music, movies, education, communication, software, photography, and financial transactions. Examples of this type of company include: Google, eBay and Paypal.

Virtual marketers can sell some non-digital products and services successfully. Such products generally have a high value-to-weight ratio, they may involve

embarrassing purchases, they may typically go to people in remote locations, and they may have shut-ins as their typical purchasers. Items which can fit through a standard letterbox - such as music CDs, DVDs and books - are particularly suitable for a virtual marketer, and indeed Amazon.com, one of the few enduring dot-com companies, has historically concentrated on this field.

Products such as spare parts, both for consumer items like washing machines and for industrial equipment like centrifugal pumps, also seem good candidates for selling online. Retailers often need to order spare parts specially, since they typically do not stock them at consumer outlets – in such cases, e-commerce solutions in spares do not compete with retail stores, only with other ordering systems. A factor for success in this niche can consist of providing customers with exact, reliable information about which part number their particular version of a product needs, for example by providing parts lists keyed by serial number.

Consumers have accepted the e-commerce business model less readily than its proponents originally expected. Even in product categories suitable for e-commerce, electronic shopping has developed only slowly.

**E mail (electronic mail)** Text files that are sent from one person to another over the Internet.

**E mail campaign** An advertising campaign distributed via e-mail. Not to be mistaken with e-mail spam, e-mail campaigns can be based on an opt-in email or opt-out email campaigns.



- E newsletter** An electronic newsletter or magazine, delivered via a Web site.
- E zine** A web site which carries advertising and is either (a) an online version of an existing press or broadcast medium, (b) a compilation of online equivalents of a number of different media or (c) a 'magazine'-type medium which is found only on the internet.
- E.R.H.P.** Abbreviation for Early Right Hand Page, an advertisement position in a publication regarded by many advertisers as more effective than later or left hand positions. It is therefore often (though not always) sold at a premium.
- 'Early' is generally recognised to signify 'in the front half of the publication'.
- Early adopters** People who choose new products carefully and are often consulted by people from the remaining adopter categories.
- Early majority** People who adopt products just prior to the average person.
- Earned rate** The lower rate-per-inch or line rate given to advertisers that use more ad space than agreed to in a contract.
- Economic infrastructure** A country's communications, transportation, financial, and distribution networks.
- Economies of scale** A decline in cost with accumulated sales or production. In advertising, economies of scale often occur in media purchases as the relative costs of advertising time and/or space may decline as the size of the media budget increases.
- Edit check** A software process whereby data to be entered into a marketing database is checked for logic before it goes into the database.
- Editorial** An opinion piece by the editors of magazines and newspapers.
- Editorial environment** The standard editorial content, tone and philosophy of a medium. Can be thought of in terms of being an advantage or disadvantage for advertising effectiveness.
- Editorial review** The advertisement submitted by the advertiser is checked for its relevancy and whether it fulfills the editorial guideline of the PPC advertisement.
- Effective frequency** The average number of opportunities-to-see the advertising message which is considered to achieve the media objective set for the advertising campaign.
- Effective reach** A measure of the percentage of a media vehicle's audience reached at each effect frequency increment.
- Efficiency** The degree of value delivered by an audience relative to the cost of the advertising space. Usually expressed in cost-per-thousand (CPM).
- Efficient consumer response (ECR)** Having the right product in the right place at the right price with the right promotions.
- Eight sheet (poster panel)** A 5' x 11' poster panel generally placed for exposure to pedestrian as well as vehicular traffic. Frequently used in densely populated urban areas as well as suburban shopping areas and point-of-purchase locales.
- Eighty twenty rule** A rule-of-thumb that, for the typical product category, eighty percent of the products sold will be

consumed by twenty percent of the customers.

**Elaboration likelihood model (ELM)** A model that identifies two process by which communications can lead to persuasion—central and peripheral routes.

**Elaboration** The extent to which information in working memory is integrated with prior knowledge structures. Or, in more general terms, the amount of intellectual activity brought about by a stimulus.

**Electric spectacular** Outdoor signs or billboards composed largely of lighting or other electrical components.

**Electrodermal response** A measure of the resistance the skin offers to a small amount of current passed between two electrodes. Used as a measure of consumers' reaction level to an advertisement

**Electroencephalographic (EEG) measures** Measures of the electrical impulses in the brain that are sometimes used as a measure of reactions to advertising.

**Electronic data interchange (EDI)** EDI is the computer to computer transmission of information in a pre-determined, structured and standardized format. In cable advertising, EDI is currently being used to transmit contracts and invoices between cable networks and advertising agencies. The CAB is intimately involved in the continuing evolution of EDI for the cable advertising industry.

**Electronic teleshopping** On-line shopping and information retrieval service that is accessed through a personal computer.

**ELM (pronounced E L M) elaboration likelihood method** When recipients have

the motivation and ability to process a message, persuasion follows the central route; that is, the person thinks about the message. If they lack either the motivation or ability, persuasion goes through a peripheral route. In that case, they may rely on simple cues such as, "if he is an expert, it must be right." (This model comes from research by Petty and Cacioppo.)

**Em** A unit of type measurement, based on the "M" character.

**Em dash** A dash equal to the width of a letter M of the point size of a particular font.

**Em, en** Widely-used measurements of type width equivalent to the widths of the letters *m* and *n*. those widths vary from one typeface to another.

**Email marketing** The promotion of products or services via email. E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. However, the term is usually used to refer sending e-mails with the purpose of enhancing the relationship of a merchant with its current or old customers and to encourage customer loyalty and repeat business or sending e-mails with the purpose of acquiring new customers or convincing old customers to buy something immediately or adding advertisements in e-mails sent by other companies to their customers.

It is extremely cheap. Compared to direct mailing or printed newsletters the costs are negligible. The advertiser does not need to pay for production, paper,

printing or postage. It is instant, as opposed to a mailed advertisement, an e-mail arrives in a few seconds or minutes. It lets the advertiser “push” the message to its audience, as opposed to a website that waits for customers to come in. It is easy to track. An advertiser can track bounce-backs, positive or negative responses, click-throughs, rise in sales. Advertisers can reach substantial numbers of e-mail subscribers who have opted in (consented) to receive e-mail communications on subjects of interest to them. It has been proven successful when well done. When most people switch on their computer the first thing they do is check their e-mail. Specific types of interaction with messages can trigger other messages to be automatically delivered.

Unsolicited e-mail marketing antedates legitimate e-mail marketing, since on the early Internet it was not permitted to use the medium for commercial purposes. As a result, marketers attempting to establish themselves as legitimate businesses in e-mail marketing have had an uphill battle, hampered also by criminal spam operations billing themselves as legitimate. It is frequently difficult for observers to distinguish between legitimate and spam e-mail marketing. First off, spammers attempt to represent themselves as legitimate operators, obfuscating the issue. Second, direct-marketing groups have pressured legislatures to legalize activities which many Internet operators consider to be spamming, such as the sending of “opt-out” unsolicited commercial e-mail. Third, the sheer volume of spam e-mail has led some users to mistake legitimate commercial e-mail for spam – especially

when the two have a similar appearance. Due to the volume of spam e-mail on the Internet, spam filters are essential to most users. Some marketers report that legitimate commercial e-mails frequently get caught by filters, and hidden; however, it is somewhat less common for e-mail users to complain that spam filters block legitimate mail.

**EMC (Extended market coverage) (also known as total market coverage)** Refers to distribution of an advertising piece to both subscribers and non-subscribers of the newspaper.

**Emotional appeals** Advertising messages that appeal to consumers’ feelings and emotions.

**Emotional benefit** A non-rational consumer benefit that describes how a consumer feels about using a product or service.

**Emotional selling proposition (ESP)** The unique associations established by consumers with particular products. For example, the emotional response to certain car marques ensures their continual success, even though other makers may offer superior performance at the same price.

**Emotions** The online means of facial expressions and gestures. Examples: :) Tip your head to the left and you will see the two eyes and smiling mouth. Use them where applicable in chats and email. Other emotions include: :(sad :0 surprised o:) innocent.

**Encoder** A hardware or software application used to compress audio and video signals for the purpose of streaming.

**Encoding** The process of compressing and separating a file into packets so that it can be delivered over a network.

**Encryption** The scrambling of digital information so that it is unreadable without the use of digital keys.

**End user** The person who actually uses a product, whether or not they are the one who purchased the product.

**Enhanced underwriter acknowledgement** America's Public Broadcasting System isn't allowed to accept adverts. The solution: don't call them adverts, but enhanced underwriter acknowledgements. You won't see any "commercials", just "acknowledgements" among the programmes that "identify" corporate products and logos to attract "additional business support". Hmm.

**Enhancement** Appending demographic or lifestyle data to a list.

**Entry page** Sometimes refers to a single page with a logo and "click here" to enter.

**Envelope stuffer** A direct mail advertisement included with another mailed message (such as a bill).

**Environmental factors** Uncontrollable forces such as politics, competitive and economic factors, legal and regulatory issues, technological changes and socio-cultural issues.

**EPC (earnings per click)** This number is given by dividing your revenue earned by the number of clicks you sent to the offer. For example, if you send an offer 100 clicks and earn \$5.00 then your EPC would be \$0.05

**EPG (electronic programming guide)** An application that allows the viewer to interactively select his/her television programming.

**EPSF (encapsulated postscript file)** An alternative picture file format supported

by Adobe Systems and third-party developers. It allows PostScript data to be stored/edited and is easy to transfer between Macintosh, MS-DOS and other systems. Will output only to PostScript devices, not to a display screen. Also referred to as EPS files.

**EPV** Abbreviation for earnings per visitor. Calculated by deviding the total earnings from visitors by the number of visitors.

**Equal time** A Federal Communications Commission requirement that when a broadcaster allows a political candidate broadcast a message, opposing candidates must be offered equal broadcast time.

**Error log file** Web servers run separate logs that show web site errors. These logs can show things like access to robots.txt (if it doesn't exist), and cgi program failures.

**Establishment survey** An audience research report which 'establishes' the size and demographic composition of the population within a particular broadcast transmission area.

It is typically updated on an annual basis.

**Estimate** The proposed or expected budget for an advertising effort. Prior to the inception of any promotional project or ad campaign, Motto Advertising provides its clients with a detailed cost estimate.

**Ethernet** A networking technology that links computers together.

**Ethics** Moral principles and values that govern the actions and decisions of an individual or group.

**Ethnic media** Media which attract population subsegments characterized by shared race or language - black radio, Spanish TV, etc.



- Ethnicity** The specific ethnic or racial group that the advertiser is attempting to reach and influence or the ethnic or racial identify of an actor or model in an advertisement.
- ETV (enhanced television)** A type of interactive television technology which allows content producers to send HTML data and graphical "enhancements" through a small part of the regular analog broadcast signal called the Vertical Blanking Interval. These enhancements appear as overlays on the video and allow viewers to click on them if they are watching TV via special set-top box/ software services.
- Evaluation stage** The stage of the product adoption process when customers decide whether the product will satisfy certain criteria that are crucial for meeting their specific needs.
- Evaluative criteria** The dimensions or attributes of a product or service that are used to compare different alternatives.
- Event-driven programs** Database programs which are triggered to produce output (usually communications) based on events: a birthday letter, anniversary letter, thank you letter, etc.
- Event sponsorship** A type of promotion whereby a company develops sponsorship relations with a particular event such as a concert, sporting event, or other activity.
- Everflux** Another term coined at WebmasterWorld. It refers to the Google phenom when results appear to be in daily updating. This is between major updates where individual pages are updated, added, or removed from the index.
- Evoked set** The group of products that a buyer views as possible alternatives after conducting an information search.
- Exact match** The search query must exactly match your keyword. This means "tennis shoes" will only match a user request for "tennis shoes" and not for "red tennis shoes," even though the second query contains your keyword.
- Exchange** Trade of something of value between two parties such as a product or service for money. The core phenomenon or domain for study in marketing.
- Excite** One of the original big search engines. Excites fortunes have dropped considerably since being purchase by @Home. Excite claims a database of 200+ million pages. Excite recently lost its top service spot on Netscapes Netcenter and AOL's Netfind. These losses have cut Excites traffic in half.
- Exclusive** A contract that allows advertisers to purchase all inventory on a given page or for chosen keywords.
- Exclusive showing** Advertisers on Truck Ads network of trucks are guaranteed an exclusive showing for the specific side or back of the truck their AD is shown unless they opt to share the space with another Advertiser. Receive a 10% discount off the published rate when you share the space.
- Exclusivity** If an advertiser requests their banner not be shown in rotation on the desired pages, they are requesting exclusivity. Publishers tend to charge more for this since since it limits the number of advertisers they can accept for those pages to one.
- Execution** A specific advertisement.



- Execution style** Tone of the advertisement (e.g., humorous, serious, etc.).
- Exit ad** A banner that pops up on screen after the visitor has exited a particular page on a site, or the site itself.
- Exit exchange** An arrangement between two or more sites in which each site shows advertisements for other sites in exchange for the others doing the same.
- Exit page** The last page a visitor saw before leaving your website. Content of page may be losing a visitor's interest in your website.
- Exit traffic** Type of web visitor traffic in which visitors leaving a site click on a popup or pop under advertisement - otherwise known as an exit console.
- Expandable banners** A banner ad which can expand to as large as 468 x 240 after a user clicks on it or after a user moves his/her cursor over the banner.
- Experience claims** Claims that can be evaluated only after a period of use by the consumer.
- Experience good** A good that can be evaluated only after the product has been used.
- Experimentation** Data collection that involves maintaining certain variables constant so that the effects of the experimental variables can be measured.
- Expertise** An aspect of source credibility where a communicator is perceived as being knowledgeable in a given area or for a particular topic.
- Exploratory studies** Deliberately flexible data gathering used to discover the general nature of a problem and the factors that relate to it.
- Exposure** When consumers have seen (or heard) a media vehicle, whether or not they paid attention to it.
- Exposures** The number of times a viewer sees a sponsor's banner image.
- Expressway** Limited access roadways, usually with speed limit of 55mph.
- Extended or expanded font** The opposite of condensed. Type that has the same form and height as, but is wider than, the standard face. This is regular Arial type; this is extended Arial type.
- Extension** The area of design made as a cut-out that extends beyond the basic rectangular space of an advertising structure. Added costs are normal practice for the use of extensions but are typically worth the added expense as they make your ad stand out.
- Extensive decision-making** Behaviour that occurs when a purchase involves unfamiliar, expensive, high risk or infrequently bought products for which the buyer spends much time seeking information and comparing brands before deciding on the purchase.
- External analysis** The phase of the promotional planning process that focuses on factors such as the characteristics of an organization's customers, market segments, positioning strategies, competitors, and marketing environment.
- External audiences** In public relations, a term used in reference to individuals who are outside of or not closely connected to the organization such as the general public.
- External audits** Evaluations performed by outside agencies to determine the

effectiveness of an organization's public relations program.

**External search** The search process whereby consumers seek and acquire information from external sources such as advertising, other people, or public sources.

**Extract** A system for creating a sequential file from a relational marketing database. The extract can be used for preparing reports, or for sending data to other companies for their use.

**Extramercial** Banner ads placed in the extra space in the right column of Internet web pages.

**Extranet** Similar to an Intranet but designed to be accessible to authorized outside users. Whereas an intranet resides behind a firewall and is accessible only to people who are members of the same company or organization, an extranet provides various levels of accessibility to outsiders. You can access an extranet only if you

have a valid user name and password and your identity determines which parts of the extranet you can view.

**Eye tracking** A research method that determines what part of an advertisement consumers look at, by tracking the pattern of their eye movements. Initial studies have been traced to Nixon (1924). Today, the technology can simulate reading situations.

**Eyeballs** Reference to the number of people who view, or "lay their eyes on," a certain advertisement.

**Ezine** An electronic magazine, often sent via email and/or posted on a web site. These "magazines" are usually short, and are often free. Signing up for competitor's ezine helps keep up to date with what they're doing, and can give ideas for web site.

**Ezine directory** Directory of electronic magazines, typically of the email variety.

# F

**Face** The surface area on an out-of-home unit where advertising copy is displayed. A unit may have more than one face as most billboards have two faces, one in each direction of the highway.

**Fact sheet** A standard page in a company's press kit, the fact sheet gives a brief description of the company's business and area of expertise, the company's address(es), phone numbers, principals, date of establishment, etc. A well-prepared fact sheet saves the journalist hours of time - and increases the company's chance of press coverage.

**Factory pack** A premium attached to a product, in or on the packaging.

**Faded** Loss of color brilliance due to length of exposure, weather conditions, or technical problem with production.

**Failure fee** A trade promotion arrangement whereby a market agrees to pay a penalty fee if a product stocked by a retailer does not meet agreed-upon sales levels.

**Failure to transfer** Content requested by a browser can fail to transfer if the page is abandoned by the browser which

requested it or if the server is unable to send the complete page, including the ads (known as an error or a communications error).

**Fairness doctrine** Until the mid-1980s, a Federal Communications Commission policy that required broadcasters to provide time for opposing viewpoints any time they broadcast an opinion supporting one side of a controversial issue.

**Family ad campaign** Is a collection of ads. Ad Server allows you to collect multiple ads into a single family, and then schedule that family object in a page as if it were a single ad. When a family is scheduled, Ad Server must ultimately select an individual ad from within that family to display. When you create a family, you can instruct Ad Server to use one of the following methods for selecting the ad: Rotate through each ad in the family, ensuring that all of them receive equal exposure.

Target each ad in the family to different criteria. This is useful when a single advertiser wishes to run multiple ads,

with each one targeted to a different user. You can place all of the ads into a family, target each one individually, and schedule that family only once.

Properties of a family include its name, the list of ads that belong to it, and the period at which those ads rotate..

**Family brand** A brand name that is used for more than one product, i.e., a family of products.

**FAQ (frequently asked questions)** FAQ is a commonly used abbreviation for "Frequently Asked Questions." Most Internet sites will have a "FAQ" to explain what is in the area and how to use its features.

**FAST marketing (focused advertising sampling technique)** An approach concentrating promotions into a short space of time to saturate the market.

**Favicon** A small icon that some browsers display next to a bookmark when the site is viewed. It is placed in the root of a website and named "favicon.ico".

**Fear appeals** An advertising message that creates anxiety in a receiver by showing negative consequences that can result from engaging in (or not engaging in) a particular behavior.

**Feature article** A manuscript longer than a press release (up to 3,000 words) that is usually prepared for a specific publication.

**Federal trade commission (FTC)** The federal agency that has the primary responsibility for protecting consumers and business from anticompetitive behavior and unfair and deceptive practices. The FTC regulates advertising and promotion at the federal level.

**Federal trade commission act** Federal legislation passed in 1914 that created the Federal Trade Commission and gave it the responsibility to monitor deceptive or misleading advertising and unfair business practices.

**Fee-commission combination** A type of compensation system whereby an advertising agency establishes a fixed monthly fee for its services to a client and media commissions received by the agency are credited against the fee.

**Feedback** Part of message recipient's response that is communicated back to the sender. Feedback can take a variety of forms and provides a sender with a way of monitoring how an intended message is decoded and received.

**Feel products** Feel products are those that offer positive experiences. They are typically "feel-good" products.

**FFA (free for all links list)** Where there are no qualifications for adding a link.

**Field of experience** The experiences, perceptions, attitudes, and values that senders and receivers of a message bring to a communication situation.

**Field settings** "Real world" environments in which experiments take place.

**Field tests** Tests of consumer reactions to an advertisement that are taken under natural viewing situations rather than in a laboratory.

**File archiving** An electronic copy of the artwork as it was composed, along with all art elements that were incorporated into the layout (images, logos, etc). These elements are stored usually on removable electronic media (CD, zip, etc) so they can be accessed in the future if needed.

- File size** Number of bytes of computer memory comprising a file.
- Filler** A short, interesting, sometimes humorous news item used to fill leftover space on the page. The most widely read “articles” in any newspaper, fillers constitute an excellent (and often overlooked) vehicle for obtaining press coverage for an organization.
- Filter** A means for a banner to reach a select audience. A filter can have a banner displayed only for visitors in a certain country or area, a certain ISP, a time of day, a certain browser or OS, etc.
- Filter words** This term is often confused with Stop Words. Filter words are common words that search engines remove from web pages before adding them to their databases. These include words along the lines of (the, is, an, of, for, do). As you can imagine, removing these words can save search engines enormous amounts of database space.
- Filtration guidelines** IAB Voluntary guidelines for removing non-human activity in the reported measurement of ad impressions, page impressions, unique visitors and clicks.
- Final file format** The specified type of software that artwork files must be compatible with when delivering materials to a publication or printer. Common formats include Adobe Acrobat (.pdf), Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Quark Express.
- Financial audit** An aspect of the advertising agency evaluation process that focuses on how the agency conducts financial affairs related to serving a client.
- Finger** An Internet software tool for locating people on other Internet sites. A finger is also sometimes used to give access to non-personal information, but the most common use is to see if a person has an account at a particular Internet site. Not all sites allow incoming finger requests.
- Finished art** Art that is complete in all respects; a true prototype of the anticipated reproduction; camera-ready.
- Firewall** A security barrier placed between an organization’s internal computer network – either its IS system or intranet and the internet. It keeps your information in, and unwanted people out. It consists of one or more routers which accept, reject or edit transmitted information and requests.
- First run syndication** Programs produced specifically for the syndication market.
- Five communication effects** Communication aims that include category need, brand awareness, brand attitude, brand purchase intention and purchase facilitation.
- Fix** A point at which display material being scanned attracts the reader’s eyes and sends a subconscious message to the effect that this material looks interesting and may be worth reading.
- Fixed bidding** Unlike auto-bidding, in fixed bidding there will be no automatic setting of the bid amount. You will pay the amount that you bid on each keyword.
- Fixed fee arrangement** A method of agency compensation whereby the agency and client agree on the work to be done and the amount of money the agency will be paid for its services.



**Fixed field** Organization of a tape or data file in which each group of data (such as name, address, city, zip) has a fixed location and length within the file.

**Fixed position** The guaranteed location of an ad in a particular vehicle (e.g., opposite the table of contents). Also, the guaranteed location of a commercial at a specific time on a specific day.

**Fixed rate** A premium priced broadcast announcement which is guaranteed as non-pre-emptible.

**Fixed sum per unit method** A method of determining an advertising budget, which is based directly on the number of units sold.

**Flagging** A tear in paper used on the advertising structure, causing the paper to hang loose and “flag”.

**Flame** To send an angry or malicious comment to a newsgroup, chat room, bulletin board, or via email. Doing so is considered bad, so if an online comment makes you angry, don't send your response until you've cooled down a bit! Derived words include: flaming, flamer, and flame war (which is basically a nasty online argument).

**Flash** A vector based animation program that has become a popular technology used to deliver content. Currently search engines have difficulty indexing flash effectively as robots cannot read the text that is held within.

**Flash downloading** The ability to automatically send software upgrades to a set-top box network.

**Flat fee advertising** Banner ad fees based on a stable rate each month, unrelated to

the number of impressions or click-throughs the banner receives.

**Flat file** Another name for a sequential name file. Contrasted with a database file (not flat because of the indexes).

**Flat rates** A standard newspaper advertising rate where no discounts are offered for large quantity or repeated space buys.

**Flesch formula** A test used to assess the difficulty level of writing based on the number of syllables and sentences per 100 words.

**Flex face vinyl** One piece vinyl used on billboards, can be computer or hand painted.

**Flexie** A printed advertising booklet that is trimmed and bound. Its dimensions are about half the size of a tabloid.

**Flighting** A media schedule that involves more advertising during certain time periods and less advertising during others.

**Floating ads** An ad or ads that appear within the main browser window on top of the Web page's normal content, thereby appearing to “float” over the top of the page.

**Floating creative** Using recent technological innovations, advertisers are now able to create highly original ads that move or “float” across the central body of a Web page in a unique and nonstandardized way. These moving executions dance on top of, glide over, or otherwise appear on top of a page's content. The advertisements use DHTML technology.

**Flop** Reversing the direction. For example, if a photo or piece of artwork has an arrow which is pointing in a particular direction

and you turn that piece of paper over so it is facing the other direction, it has been flopped.

**Flush** Align text evenly with a particular margin (flush right or flush left).

**Flyer** A handbill or loose sheet with a printed advertisement.

**FM (frequency modulation)** Variation of the oscillation patterns of the electromagnetic signal to transmit audio information. Generally providing greater fidelity and less interference than AM Radio, the FM band lies between 88.1 and 107.9 megacycles.

**Focus group** A moderated discussion group formulated generally on a demographic basis to determine opinions on products or services through panel questioning. Important for new product introductions and for positioning purposes. Focus groups are a form of "qualitative" research.

**Focus group interview** A research method that brings together a small group of consumers to discuss the product or advertising, under the guidance of a trained interviewer. Focus groups are often mis-used. So often, in fact, that they should seldom be used. For more on this, go to [jscottarmstrong.com](http://jscottarmstrong.com) and search under focus groups.

**Fold** An ad or content that is viewable as soon as the Web page arrives. One does not have to scroll down. Since screen resolution can affect what is immediately viewable, it is good to know whether the Web site's audience tends to set their resolution at 640 x 480 pixels or at 800 x 600 (or higher).

**Folio** Page numbers which appear on each page of the newspaper.

**Font** A typeface style, such as Helvetica, or Times Roman, in a single size. A single font in English includes all 26 letters of the alphabet, along with punctuation, numbers, and other characters.

**Font size** Size is typically measured as points, where a point is about 1/82 of an inch. (McCarthy & Mothersbaugh (1992).

**Forced click** Type of click through that is forced upon a visitor without their consent.

**Format** The way data (name and address) is organized on a disk or tape. There is no standard format. Every company has its own.

**Forum** An online community where visitors may read and post topics of common interest.

**Forward buying** A practice whereby retailers and wholesalers stock up on a product being offered by a manufacturer at a lower deal or off-invoice price and resell it to consumers once the marketer's promotional period has ended.

**Fountain/graduated fills** In graphics programs, process colors, tints per graduated fill. Linear, accelerating and decelerating distribution of colors.

**Four color** Black and three colors (Blue, Yellow, Red) which are combined to produce full color print advertising.

**Four color process** The printing technology that involves use of four ink colors [black, red (magenta), blue (cyan), and yellow] to produce a printed image that matches the full color of the original artwork.

- Fragments** Ads made up from parts of longer ads.
- Frames** Multiple, independent sections used to create a single Web page. Each frame is built as a separate HTML file but with one “master” file to control the placement of each section. When a user requests a page with frames, several files will be displayed as panes. Sites using frames report one page request with several panes as multiple page requests. IAB ad campaign measurement guidelines call for the counting of one file per frame set as a page impression.
- Frame rate** The number of frames of video displayed during a given time. The higher the frame rate, the more high-quality the image will be.
- Franchised position** An ad position in a periodic publication (e.g., back cover) to which an advertiser is given a permanent or long-term right of use.
- Free merchandise** Give-aways sometimes offered to resellers who purchase a stated quantity of the same or different products.
- Free samples** Give-aways used to stimulate trial of a product, to increase sales volume in the early stages of a product’s life cycle or to obtain desirable distribution.
- Free standing insert (FSI)** An advertisement or group of ads inserted - but not bound - in a print publication, on pages that contain only the ads and are separate from any editorial or entertainment matter.
- Freesheet** A local newspaper which is distributed free-of-charge, usually weekly.
- Freeware** Shareware, or software, that can be downloaded off the internet – for free.
- Frequency** The number of times an average individual has the opportunity to be exposed to an advertising message during a defined period of time. Frequency in outdoor usually refers to the calendar month since this time period coincides with the standard contract practices. Fully Wrapped Bus- Bus advertising display in which the entire bus vehicle is covered with the advertising design, including windows, through which passengers still have visibility due to special material.
- Frequency cap** The maximum number of times or length of times a site visitor will be shown the same or related advertisements.
- Frequency discount** Reduced rates offered for multiple usage of a vehicle.
- Frequency distribution** A breakdown of the number of times various audience subgroups are exposed to an ad.
- Frequent user incentives** Incentive programmes that reward customers who engage in repeat purchases .
- Freshbot** Google’s webcrawler/spider has two modes of operation. One is a “deepcrawler” that indexes the entire web once or twice a month. The second mode is a spider that downloads high ranking or frequently updated pages approximately every 24 to 72 hours. That daily mode is called “freshbot” to reflect the “fresh” tag Google puts next to recently updated pages in search results.
- Freshen ads** To repeat the basic message in newer ads, but with minor variations.
- Fringe time** Television time periods adjacent to primetime in which the bulk of programming is locally originated and

where more availability's exist. Early Fringe is between 4:00 and 7:30pm, Late Fringe after 11:00pm, ETZ.

**Front door banner** A banner that appears on the home page of a site.

**FTP (file transfer protocol)** A protocol that allows the transfer of files from one computer to another. FTP can also be used as a verb.

**Fulfillment** The process of responding to a customer request with literature or product. Fulfillment is usually outsourced to a fulfillment house.

**Fulfillment house** A coupon clearing house. A company that receives coupons and manages their accounting, verification and redemption.

**Full banner** A banner 468 pixels wide by 60 pixels tall. A full banner is the most common type of banner advertised.

**Full color** Use of all three primary pigments plus black in one advertisement or

illustration on a newspaper page. An ad containing cyan, magenta, yellow and black is said to be full-color.

**Full position** An ad that is surrounded by reading matter in a newspaper, making it more likely consumers will read the ad. This is a highly desirable location for an ad.

**Full run** Total daily or total Sunday circulation. Main News for example, is a full run section.

**Full service agency** An agency that handles all aspects of the advertising process, including planning, design, production, and placement. Today, full-service generally suggests that the agency also handles other aspects of marketing communication, such as public relations, sales promotion, and direct marketing.

**Functional consequences** Outcomes of product or service usage are tangible and can be directly experienced by a consumer.

# G

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**G.H.I. or G.H.R.(guaranteed home impressions or guaranteed home ratings)**

Packages are selections of TV spots offered to advertisers on the basis that the seller of the airtime guarantees that the predicted audience level will be delivered.

**G.R.P.** A gross rating point is one percentage point of a specified target audience. Total GRPs for a campaign can be calculated by the formula 'Reach times average frequency'. This is a measure of the advertising weight delivered by a medium or media within a given time period. A given total of gross rating points may be arrived at by adding together ratings from many different spots. GRPs may, thus, sum to more than 100% of the total target audience.

**Galley proof** A typeset copy of an ad or editorial material, before it is made into pages for final production.

**Galvanometer** A device for measuring *galvanic skin response* or *GSR*. The galvanometer indirectly assesses the degree of emotional response to an advertisement by measuring minute amounts of perspiration.

**Galvanometer test** A research method that measures physiological changes in consumers when asked a question or shown some stimulus material (such as an ad).

**Game** A promotion that is a form of sweepstakes because it has a chance element or odds of winning associated with it. Games usually involve game card devices that can be rubbed or opened to unveil a winning number or prize description.

**Ganged separations** Combining several transparencies on one carrier sheet to make one separation, rather than several separations.

**Gatefold** Multi-page press advertisement, typically on heavier weight paper than the rest of the publication, which consists of pages which are joined together, normally at left and/or right edges (though vertical gatefolds are not unheard-of) and open out to produce a large format which is much wider than it is deep.

**Gateway** A link from one computer system to a different computer system.



- Gateway domain names** A domain name who's purpose is to direct traffic to a main site. The Gateway domain often will have major keywords in the domain name to catch surfers searching for a related subject.
- General** Advertising from outside our retail trading area, i.e. beyond DC, MD, VA, & W. VA. Also referred to as National advertising.
- General preplanning input** Information gathering and/or market research studies on trends, developments, and happenings in the marketplace that can be used to assist in the initial stages of the creative process of advertising.
- General rate** Primary advertising rate. Sometimes referred to as the "National Rate."
- General rotation** Random display of a banner ad on a Web site. Equivalent to run of site advertising.
- Generic brand** Products not associated with a private or national brand name.
- Geo demographics** A census-based classification system used in media and product target marketing. Geodemographic classifiers such as A.C.O.R.N., Mosaic and Super Profiles (amongst others) cross-tabulate household census data with data on the consumption of goods and services. Using techniques such as cluster analysis, they are able to produce multi-segmented analyses of consumption of these products and services. Such analyses are considerably more detailed than most other targeting systems and are often used in direct marketing programmes, the siting of store outlets, poster campaigns, etc.
- Geo targeting** The distribution of ads to a particular geographical area. For example, you can use a place name in your keyword, such as "Minnesota multimedia" or "Sacramento farm equipment." Some search engines allow you to target specific countries - and languages-without using keyword relevance.
- Geocoding** A system for assigning a census code to any name and address. Once a file is geocoded, you can append census data (income, race, etc.) to the records and assign cluster codes.
- Geodemographics** Census data that can be appended to a household file once it has been geocoded. Includes such factors as income, education, home type, etc. Derived from the neighborhood of the household. Same as demographics.
- Geographic information system (GIS)** Software that displays data on a computer generated map.
- Geographic segmentation** A method of segmenting a market on the basis of different geographic units or areas.
- Geographical weighting** A media scheduling strategy where certain geographic areas or regions are allocated higher levels of advertising because they have greater sales potential.
- GIF (graphic interchange format)** GIF (pronounced "gift") is a graphics format that can be displayed on almost all web browsers. It is a common compression format used for transferring graphics files between different computers. Most of the "pictures" you see online are GIF files. They display in 256 colors and have built-in compression. GIF images are the most common form of banner creative.

**GIF89a/animated GIF** An extension of the .gif format which creates animation through a sequence of images being stored in a single image. A delay is customizable between "frames" to render the appearance of animation, much like a flappable picturebook.

**Gigabyte** A billion bytes (characters). A measure of the size of mainframe disk storage. A typical mainframe shop will have 100 gigabytes or more.

**Giveaway** A novelty or gift used in a promotion. Banks frequently offer giveaways, or prizes, to customers opening accounts.

**Global advertising** The use of the same basic advertising message in all international markets.

**Global marketing** A strategy of using a common marketing plan and program for all countries in which a company operates, thus selling the product or services the same way everywhere in the world.

**Glossy** An original photograph. Sometimes called a Contone.

**Goal** The overall improvement the program will strive to create.

**Google adwords program** A flexible program based on cost-per-click (CPC) pricing, with dynamic placement at the side of Google search results. You set a maximum CPC and only pay when a customer clicks on your ad, no matter how many times it is shown. A syndication option allows top-performing ads to reach users on Google's network of search and content sites, including AOL, Ask Jeeves, EarthLink, AT&T Worldnet, CompuServe, Netscape, ABC.com, and

About.com. AdWords enables you to manage the details of your campaign over the Internet at any time. For advertisers with more extensive campaigns and larger budgets, Google provides a full suite of premium strategic services.

**GoTo** A search engine that sells keywords via auctions. Goto has gained in popularity with Webmasters in 1999. Webmasters can bid on keywords.

**Goto.com** The original pay per click search engine that changed names and is now located at [www.overture.com](http://www.overture.com). Was acquired by Yahoo in 2003.

**Government markets** Departments that buy goods and services to support their internal operations and to provide the public with education, water, energy, national defence, road systems and healthcare.

**Grace period** TWP's terms are net 15 days, but we allow a "grace period," or mailing period, through the 25th of the month for Early Stop accounts or through the last business day of the month for accounts on standard credit terms.

**Grain** The uneven texture in a developed photographic emulsion, resulting from the clumping of silver grains, and observed in a negative, print or transparency. Graininess is more pronounced with faster films, increased density in the negative and the degree of enlargement.

**Graphic designer** The person responsible for producing artistic representations, usually under the guidance of an art director or creative director.

**Graphical search inventory** Banners, and other types of advertising units which can

be synchronized to search keywords. Includes pop-ups, browser toolbars and rich media.

**Graphical user interface (GUI)** Software that permits users to access their data by manipulating a mouse.

**Gravure** A printing process (often used to produce high quality colour) that uses an etched printing cylinder.

**Gray balance** A fundamental requirement of color pictures: neutrals in the scene must be neutral in the reproduction. To obtain a neutral scale (gray balance) in the reproduction, with no apparent dominant hue, one must print the correct amounts of cyan, magenta and yellow inks in each step of the scale. Black ink is not used in obtaining gray balance. When gray balance is achieved, the hues of most of the other colors in the picture will be correct.

**Graze** The highly selective way to consume a diversity of newspapers, TV channels, Internet pages, magazine sections, etc, in this info-saturated media age.

**Greek** The gibberish or nonsense text placed in a "dummy" to signify where the copy will eventually be.

**Green advertising** Advertising that promotes a product or service's ability to help or, more likely, not hurt the environment.

**Green marketing** The marketing and promotion of products on the basis of environmental sensitivity.

**Greenlash** An increasing awareness among consumers that many "environmentally friendly" claims for products are full of hot CO<sub>2</sub>. It's the green backlash against

companies deemed guilty of what is called eco-fraud: such as a company's claim that by avoiding chlorine in its (non-degradable) nappies, it is being "friendly" to the environment, or claims that nuclear power is the true "green" fuel.

**Grid card** A broadcast media rate card that lists rates on a grid, according to the time periods that might be selected for the ad.

**Gross coverage** is the grand total of times a campaign or series of ads. are seen or heard, expressible either as *impressions* or as a percentage of the size of the target audience (in *ratings*), eg if the universe size is 10,000 Women and the number of times a campaign is seen/heard by that audience is 40,000, then the gross coverage level is 40,000 impressions or 400 Women ratings.

**Gross audience** The audiences of all vehicles or media in a campaign, combined. Some or much of the gross audience may actually represent duplicated audience.

**Gross exposures** Each time a Web server sends a file to a browser, it is recorded in the server log file as a "hit." Hits are generated for every element of a requested page (including graphics, text and interactive items). If a page containing two graphics is viewed by a user, three hits will be recorded - one for the page itself and one for each graphic. Webmasters use hits to measure their server's work load. Because page designs vary greatly, hits are a poor guide for traffic measurement.

**Gross impressions** Total number of impression opportunities an out-of-home structure or advertising space can produce measured against a target audience in a market. Cumulative impressions can be

combined to reflect an entire out-of-home campaign.

**Gross rating points GRP** The total number of impressions delivered by a media schedule, expressed as a percentage of the population. GRP's for Outdoor generally refer to the daily effective circulation generated by poster panels divided by the market population. Often used interchangeably with "showing". One rating point represents a circulation equal to 1% of the market population.

**Group system** The organization of an advertising agency by dividing it into groups consisting of specialists from various departments such as creative, media, marketing services, and other areas. These groups work together to service particular accounts.

**Guarantee** An expression normally associated with the press space market. An undertaking by either the buyer or seller to deliver an agreed condition of the contract eg in the case of a seller to position an ad. on a specified page, or in the case of the buyer not to use other media for a particular campaign.

**Guaranteed circulation** A media rate that comes with a guarantee that the publication will achieve a certain circulation.

**Guerilla marketing** Unconventional marketing intended to get maximum results from minimal resources.

**Guest** A shopper, in the new retail terminology that regards salespeople as sales associates and the actual sale as relationship building. That way, you can persuade the staff that they're doing nothing so demeaning as simply relieving people of their dosh; and the customer - sorry, guest - feels obliged to sustain the relationship.

**Gunning fog index** A measure of readability based on the length of sentences and big words.  $G = 0.4 * (S+W)$ , where S is the average number of words per sentence, and W is the percentage of words with three or more syllables (ignoring common suffixes such as "ed" and "ing"). The resulting index approximates the number of years of schooling needed to understand the material. Abruzzini (1967) discusses this and other ways to measure readability. Word processing programs allow for easy assessment of readability, although the analyst should purge tables, references, subtitles, and numbers when doing the calculations. The score indicates the number of years of education to represent the reading level.

**Gutter** In press media, that part of a printed page which is closest to the spine of a publication, outside the normal area of 'live matter'. Advertisements will sometimes be 'bled into the gutter', meaning that their printed area will extend into the gutter (to ensure the contiguity of two sides of a double page spread, for instance).

# H

**H.U.T. (households using television)** A term referring to the total number of TV households using their TV sets during a given time period.

**Hacker** Originally used to describe a computer enthusiast who pushed a system to its highest performance through clever programming. A hacker is a person who creates and modifies computer software and computer hardware, including computer programming, administration, and (in)security.

In computer programming, a 'hacker' is a programmer who hacks or reaches a goal by employing a series of modifications to exploit or extend existing code or resources. In computer security, a hacker is a person able to exploit a system or gain unauthorized access through skill and tactics. This usually refers to a black hat hacker. There are also white hats (ethical hackers), and grey hats. In other technical fields, hacker is extended to mean a person who makes things work beyond perceived limits through their own technical skill, such as a hardware hacker, or reality hacker. However, for some the

word has a negative connotation and refers to a person who "hacks" or uses kludges to accomplish programming tasks that are ugly, inelegant, and inefficient. The negative form of the noun "hack" is even used among users of the positive sense of "hacker".

The word hack has several definitions, according to the dictionary. One is "to cut irregularly, without skill or definite purpose." Newspaper journalists are sometimes called "hacks", which could potentially be construed as a reference to an old style method of copy editing involving an encyclopedia, a manual typewriter, a pair of scissors and a roll of scotch tape. Cutting (one synonym for "hack") and pasting blocks of text or software source code in order to factor and reorganize an essay or program are activities familiar to writers and computer programmers alike. When typing on an old fashioned mechanical typewriter, a phalanx of typebars chops against the ribbon, paper, and platten, making a characteristic "hacking" noise.

Another speculation is that the word "hacker" is a humorously ironic conflation



of elegant and well spoken eloquent prosody, to “a raspy, chopping, cough.” When a person doesn’t know how to pronounce a word, they will sometimes fill in with a, hcahw, coughing sound. Reporters are known to attempt writing about a subject they do not completely comprehend, don’t get the facts or story straight, and thus sometimes “hack the story to pieces”. So, perhaps to some, a neophyte programmer is thereby termed a “hacker”, and that would explain why one sense of the word “hack” is given as “A quick and inelegant, though functional solution to a programming problem.”

The hacker community (the set of people who would describe themselves as hackers, or who would be described by others as hackers) falls into at least four partially overlapping categories. Sometimes people in these categories are called a different name, such as “cracker” instead of hacker.

The positive usage of hacker is one who knows a (sometimes specified) set of programming interfaces well enough to write software rapidly and expertly. This type of hacker is well-respected, although the term still carries some of the meaning of hack, developing programs without adequate planning. This zugzwang gives freedom and the ability to be creative against methodical careful progress. At their best, hackers can be very productive. The technical downside of hacker productivity is often in maintainability, documentation, and completion. Very talented hackers may become bored with a project once they have figured out all of the hard parts, and be unwilling to finish off the “details”. This attitude can cause friction in environments where other

programmers are expected to pick up the half finished work, decipher the structures and ideas, and bullet-proof the code. In other cases, where a hacker is willing to maintain their own code, a company may be unable to find anyone else who is capable or willing to dig through code to maintain the program if the original programmer moves on to a new job.

Additionally, there is sometimes a social downside associated with hacking. The stereotype of a hacker as having gained technical ability at a cost in social ability may have an uncomfortable amount of factual foundation in many individuals. While not universal, nor even restricted to hackers, the obsessive/compulsive nature, difficulty in relating to other individuals, and often abrasive personalities of some hackers makes some of them difficult to work with or to organize into teams; Richard Stallman (RMS) is a good example of this. Some within the hacker community have speculated that some mild form of autism might be involved in the case of some hackers. In one more pronounced example of such, Bram Cohen, developer of BitTorrent, has been self-diagnosed as having Asperger’s syndrome. However, no formal studies of autistic tendencies in hackers have been done.

A hacker is one who is able to exploit systems or gains unauthorized access through clever tactics and detailed knowledge, that is, through the use of a hack. Malicious hackers are often called black hat hackers, but it is more appropriate to call them crackers (from criminal hacker) as this is a term which distinguishes the exploitation of security weaknesses from hacking in general. The

opposite of a black hat is a white hat, ethical hackers who evaluate the security of systems or networks to help the owners by making them aware of security flaws or performing some other altruistic activity. Other hackers often viewed negatively include phreakers and software crackers.

Another type of hacker is one who creates novel hardware modifications. At the most basic end of this spectrum are those who make frequent changes to the hardware in their computers using standard components, or make semi-cosmetic themed modifications to the appearance of the machine. This type of Hacker modifies his/her computer for performance needs and/or attractiveness. These changes often include adding memory, storage or LEDs and cold cathode tubes for light effects. These people often show off their talents in contests, and many enjoy LAN parties. At the more advanced end of the hardware hackers are those who modify hardware (not limited to computers) to expand capabilities; this group blurs into the culture of hobbyist inventors and professional electronics engineering. An example of such modification includes the addition of TCP/IP Internet capabilities to a number of vending machines and Coffee makers during the late 1980's and early 1990's.

Hackers who have the ability to write circuit-level code, device drivers, firmware, low-level networking, (and even more impressively, using these techniques to make devices do things outside of their spec sheets), are typically in very high regard among hacker

communities. This is primarily due to the difficulty and enormous complexity of this type of work, and the electrical engineering knowledge required to do so. Such hackers are rare, and almost always considered to be wizards or gurus of a very high degree.

There are theoretical types of hackers who are considered to possess an atypical level of skill beyond that of other meanings of the positive form of "hacker", which include the Guru and the Wizard.

In some portions of the computer community, a Wizard is one who can do anything a hacker can, but elegantly; while a Guru not only can do so elegantly, but instruct those who do not know how. In other portions, a Guru is one with a very broad degree of expertise, while a Wizard is expert in a very narrow field, distinctions seemingly more at home in a RPG world, and not often heard in actual conversation.

**Half banner** A banner 234 pixels wide by 60 pixels tall. A half banner is half the width of a full banner.

**Half run** Placement of a transit advertisement in every other car of the transit system. Also referred to as a half showing.

**Halftone** Process that reproduces tone scale in a photograph by creating many tiny dots on a printing plate. Because laser printers and printing presses cannot produce gray, the reproduction of a continuous tone image, such as a photograph, is processed through a screen that converts the image into dots of various sizes to provide the illusion of gray.

**Halftone process** The process that converts a continuous-tone image into dots of various size.

**Hallway pages** Most search engines which scour the internet for new web pages to add to their database give better rankings to pages they "found" than pages that were submitted on the "Add URL" page. Hallway pages are basically a list of links to all the pages in a web site that the designer wants indexed by search engines. By submitting the Hallway page, rather than the index page, the web site is likely to be indexed faster, more completely, and get better rankings.

**Halo effect** The tendency for evaluations of one attribute or aspect of a stimulus to distort reactions to its other attributes or properties.

**Hand paint** The placement of copy onto an out-of-home structure or piece of vinyl using an artist who actually paints the artwork onto the vinyl by hand.

**Handbill** A small, printed advertising sheet or flyer distributed by hand.

**Hard sell** A general term to describe any aggressive advertising technique.

**Hardware** Computers and disks, tape drives, printers, and other gear that are plugged into computers.

**Hawthorne effect** A psychological phenomenon whereby people (customers) act differently when they are being studied.

**HB (hotbot)** A popular search portal that is part of the Terra Lycos Network, but operates as a separate search engine in its own right.

**HDTV (high definition television)** HDTV provides five channels of CD-quality

digital surround-sound and about five times more picture information (picture elements, or pixels) than conventional, analog television.

**Head end** The site in a cable system or broadband coaxial network where the programming originates and the distribution network starts. Signals are usually received off the air from satellites, microwave relays, or fiber-optic cables at the head end for distribution.

**Head shot** A glossy 8 x 10-inch photo focused on the face, usually of an actor or model.

**Headline** (1) Identifying statement, usually at the head of the page, usually one grammatical unit, usually largest type size, usually fairly brief (Holbrook & Lehmann 1980).

(2) The largest display matter of an advertisement, which sets the theme of the copy (DAT).

**Heading tag** An HTML tag of 6 sizes. Search engines can rank a keyword higher if it appears in a larger heading.

**Heinekenise** To ensure that your commercial product (let's say, a taste-free beer) is excessively prominent in a television programme you're sponsoring. Originating from a beer-company memo to the makers of its "advertiser supplied" TV show, which it felt refreshed too many parts with wine - when instead the stars ought to be enjoying a well-known brand of beer.

**Helper application** This term refers to software programs that run along with browser programs enabling them to perform additional functions. Good

examples are Shockwave for downloading and viewing moving images and RealAudio for hearing sounds and music online.

**Heuristic** A way to measure a user's unique identity. This measure uses deduction or inference based on a rule or algorithm which is valid for that server. For example, the combination of IP address and user agent can be used to identify a user in some cases. If a server receives a new request from the same client within 30 minutes, it is inferred that a new request comes from the same user and the time since the last page request was spent viewing the last page. Also referred to as an inference.

**Hidden layer** A group of internal nodes inside of a neural network which it uses to build a model. The less known about hidden layers by non-statisticians, the better.

**Hidden persuaders** A range of subtle or subliminal advertising messages.

**Hiddentext/tiny text** Placing same color characters on the same color background causes them to be hidden. This technique was popular for awhile, but search engines quickly caught on and began banning sites for it.

**Hierarchy of effects model** A model of the process by which advertising works that assumes a consumer must pass through a sequence of steps from initial awareness to eventual action. The stages include awareness, interest, evaluation, trial, and adoption.

**Hierarchy of effects theory** A series of steps by which consumers receive and use information in reaching decisions about

what actions they will take (e.g., whether or not to buy a product).

**Hierarchy of needs** Abraham Maslow's theory that human needs are arranged in an order of hierarchy based on their importance. The need hierarchy includes physiological, safety, social/love and belonging, esteem, and self-actualization needs.

**High on heels** Observer article on the appeal of Blahnik's brand.

Most modern advertising deals with enhancing the image of a brand, rather than promoting the benefits of a particular product. Audiences are suspicious of a direct message ("Buy this now") and prefer to have meanings indirectly associated with a product via branding. This means that advertising must be part of an overall marketing strategy: make the audience familiar with your brand's identity.

**High-involvement goods** Products or services that people think carefully about when making a decision to buy. They are likely to be expensive or visible products that involve some risk, such as automobiles.

**History list** Most browsers have a pull-down menu which displays the sites you've recently visited so you can return to site instantly or view your latest surfing session. The same mechanism makes it possible for servers to track where you were before visiting a particular site — better viewing habit information than television networks ever dreamed of providing.

**History, search history** Available by using the combined keystrokes CTRL + H, a

more permanent record of sites you have visited/retrieved than GO. You can set how many days your Netscape retains history in Edit | Preferences, and in Internet Explorer in Tools | Internet Options | General.

**Hit** A hit occurs when a surfer downloads a file for viewing in his or her Web browser. Every time a site's Web server passes information (text, graphics, calls to CGI scripts, MIDI recordings, QuickTime movies) to an end user, it records a hit in the log file with that file's path name. For example, if you download a Web page containing text and three images, you will have registered five hits – one hit for the HTML page, one hit for the text file, and one hit for each graphic file. The Web server hosting these files keeps track of the number of accesses made by each viewer and stores this information in a log file. Hits are not the best measure of how many people are viewing your site; however, they do tell you exactly what your viewers are downloading.

**Holding fees** In paid broadcast and cable television advertising, fees paid to retain principal performers in commercials. These are paid in 13-week cycles, regardless of whether the commercials are actually aired. There are no holding fees for radio.

**Holding power** The ability to keep an audience throughout a broadcast, rather than having them change channels. It is represented as a percent of the total audience.

**Holdover audience** The percent of a program's audience that watched or listened to the immediately preceding program on the same station. Also called Inherited audience .

**Hologram** A three-dimensional photograph or illustration, created with an optical process that uses lasers.

**Home page** The page designated as the main point of entry of a Web site (or main page) or the starting point when a browser first connects to the Internet. Typically, it welcomes you and introduces the purpose of the site, or the organization sponsoring it, and then provides links to the lower-level pages of the site. In business terms, it's the grabber. If your home page downloads too slowly, or it's unclear or uninteresting, you will probably lose a customer.

**Home placements** Experiments in which a product is used in a home setting.

**Hook** A clever phrase or melody used to capture the consumer's attention and help make the advertising message more memorable.

**Horizontal cooperative advertising** A cooperative advertising arrangement where advertising is sponsored in common by a group of retailers or other organizations providing products or services to a market.

**Horizontal discount** A discount on a media purchase resulting from a promise to advertise over an extended period of time.

**Horizontal publications** Business publications designed to appeal to people of similar interests or responsibilities in a variety of companies or industries.

**Horizontal rotation** The distribution of broadcast spots on different days of the week at the same time of day.

**Host** An Internet host used to be a single machine connected to the Internet (which



meant it had a unique IP address). As a host, it made available to other machines on the network certain services. However, virtual hosting has now meant that one physical host can now be actually many virtual hosts.

**Host/hostess gift** A gift to a consumer who sponsors a sales demonstration party or meeting.

**Hot composition** A method of typesetting that uses molten metal to form the letters for a typeface.

**Hot linking** Process by which one links to an image stored on one site yet it appears on one or more other sites. If done without permission, this is considered unethical since one is using bandwidth they are not paying for.

**Hotlists** These can be pull-down or pop-up menus on browsers that contain new or popular sites. Major browser and search engine home pages also contain updated hotlists, and there are entire sites – such as Cool Site O' the Day.

**Hourly totals** The number of page views or visits your webpage received each hour during the last 24 hours.

**House ads** A type of banner advertisement that a web site publisher runs in an ad space when no paying advertisement is available to fill the space. Typically filled with an advertisement promoting one of the web sites services, products or features.

**House agency** An advertising agency owned and operated by an advertiser, which handles the advertiser's account.

**House file** The organization's own file of active and former customers.

**House organ** A publication owned and operated by an advertiser, and used to promote the advertiser's products or services.

**Household (HH)** The core measure of circulation for a cable TV system. Typically, cable companies collect a monthly subscription fee from each household served. In addition to detached homes, apartment units are usually counted as individual households.

**Household penetration** The percentage of households within a cable TV service area that elect to subscribe. If 7,500 homes within a 10,000-household service area subscribe, the household penetration level would be expressed as 75 percent.

**Households using television (HUT)** The number of households in a given market watching television at a certain time.

**Housewife** Member of a private household who takes main or primary responsibility for household duties (eg shopping, meal preparation, etc.). Thus housewives may be female or male.

**Hover ads** Hover ads are a way of displaying a message on your web page.

Hover ads are used by more and more site owners instead of the pop-up window. The reason the Hover ads are preferred is that pop-up blocking software cannot block the new hover ads. More and more browsers and toolbars block pop-up messages, but hover ads are still displayed, and gets more attention as well.

**HSV (hue, saturation and value)** Abbreviation for hue, saturation and value—a color model used in some graphics programs. HSV must be

translated to another model for color printing or forming screen colors.

**HTML (hypertext markup language)** A set of codes called markup tags in a plain text (.txt) file that determine what information is retrieved and how it is rendered by a browser. There are two kinds of markup tags: anchor and format. Anchor tags determine what is retrieved, and format tags determine how it is rendered.

**HTML banner** - A banner ad using HTML elements, often including interactive forms instead of (or in addition to) standard graphical elements.

**HTML email** Email that is formatted using Hypertext Markup Language, as opposed to plain text email.

**HTML menu banner** Another name for a drop-down menu that appears in a banner.

**HTML page** A hypertext markup language document stored in a directory on a Web server and/or created dynamically at the time of the request for the purpose of satisfying that request. In addition to text, an HTML page may include graphics, video, audio, and other files.

**HTTP (hyper text transfer protocol)** The format of the World Wide Web. When a browser sees "HTTP" at the beginning of an address, it knows that it is viewing a WWW page.

**Hue** The visual sensation that varies according to light wavelength. Hue is the basic component of what we usually mean when we use the term color. (M)

**HUT (homes using television)** The percentage of television households viewing at a given time.

**Hybrid campaign** An advertising campaign model based on combining different individual pricing models into one. A CPM/CPC hybrid campaign combines the benefits of branding and direct response during the same campaign to maximize ROI.

**Hybrid model** A combination of two or more online marketing payment models.

**Hybrid pricing model** This is usually an advertising payment model whereby there are a combination of two or more online marketing payment models, such as a combination of a CPM pricing model and a performance-based pricing model.

**Hybrid search engines** The new generation Hybrid search engines combine a directory with a search engine to give their visitors the most relevant and complete results. Today the top ten search sites are hybrids. For example, Yahoo! started out as a directory, but now it supplements its manually compiled listings with search results from Google, a search engine. On the other hand, Google uses Open Directory Project's directory to enrich its automatically generated listings.

**Hyper** The music-industry term for a member of the chart-rigging teams who buy discs in selected stores to push them towards the top. It's become such a problem that one songwriter has offered a £10,000 reward for information on hypers.

**Hyperlink** A method of associating words on a web page with other web pages or email addresses. Hypertext is generally indicated by a different color, and often by an underline, to distinguish it from

regular text and allow the computer cursor to be placed over the distinguishing words and “clicked” in order to launch the associated page or email address.

**Hypertext** Internet Direct searching based on term occurrences in the text; the retrieval system will find other text units containing the same term(s). A second form is based on hypertext links that have been inserted in the text. These links can draw the user’s attention to related

sections even if the sections do not share the same terms and would not be found on the basis of term occurrences.

**Hypoing** Extra promotional or programming support to increase the audience of a station during the sweep periods when the national rating services are studying the market.

**Hypothesis** An informed guess or assumption about a certain problem or set of circumstances.



# I

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**I coach** Online support service for marketing students and delegates, offering online tutorials, case studies and exercises

**IAB** Founded in 1996, the interactive advertising bureau (IAB) is the leading online global advertising industry trade association with over 300 active member companies in the United States alone. IAB activities include evaluating and recommending standards and practices, fielding research to document the effectiveness of the online medium and educating the advertising industry about the use of online and digital advertising.

**ICANN (internet corporation for assigned names and numbers)** Is a global non-profit corporation formed to oversee a select range of Internet technical management functions currently managed by the U.S. Government, or by its contractors and volunteers.

**ID (identification)** A 10-second commercial announcement.

**ID number** A number assigned to a record to help to relate it to other records in the computer which have the same ID.

**Identification** The process by which an attractive source influences a message recipient. Identification occurs when the receiver is motivated to seek some type of relationship with the source and adopt a similar position in terms of beliefs, attitudes, preferences, or behavior.

**Iframe (inline frame)** A floating frame inserted within a Web page which is not bound to the side of a browser window.

**IIS** Internet information services.

**Illuminated** Outdoor advertising structures with electrical equipment installed so that the advertisements are lit and visible for certain hours of the night.

**Illustrations** Photographs, drawings, graphs, charts or tables used in advertisement artwork.

**IM** Instant messaging.

**Image advertising** Promoting the image, or general perception, of a product or service, rather than promoting its functional attributes. Commonly used for differentiating brands of parity products (e.g., "This is a *woman's* cigarette").

- Image maps** A single image broken up into parts, or slices. These are often used for navigation. Different areas of a single image can be linked to different pages. Image maps are fine to use, as long as accompanying text links and ample body copy is included as well on all pages.
- Image transfer** A radio advertising technique whereby the images of a television commercial are implanted into a radio spot.
- Impression (ad impression or page impression)** The ad impression is the metric a site uses for measuring inventory. Different definitions exist for this term: (1) The viewing of a page or ad(s) by the user. The assumption is that the page or ad images were successfully downloaded and the user viewed the page or ads on the page are recorded whether or not a user clicks on an ad.
- (2) The request for a page or ad. Agencies usually collect a fee for every thousand impressions (hence the term CPM £ cost per thousand).
- Impression totals** The total number of times a banner ad is displayed on a Web page.
- Imprinted product** A promotional product, this is a product with a company logo or advertising message printed on it.
- Impulse buying** Behaviour that involves no conscious planning but results from a powerful, persistent urge to buy something immediately.
- IMU (interactive marketing unit)** The standard ad unit sizes endorsed by IAB.
- In depth interview** The collection of data from an individual by an interview.
- In home interview** 45 to 90 minute interview in which the researcher visits the respondent in his or her home.
- In house agency** An advertising agency set up, owned, and operated by an advertiser that is responsible for planning and executing the company's advertising program.
- In pack premium** A premium included in the packaging of another product (e.g., buy a can of shaving cream and get a free razor in the same package). The term Package enclosure is also used.
- In store media** Advertising and promotional media that are used inside of a retail store such as point-of-purchase displays, ads on shopping carts, coupon dispensers, and display boards.
- Inbound link** Links pointing to a website. When a user arrives at a website from another site, that link is called an Inbound Link.
- In unit click** A measurement of a user-initiated action of responding to an ad element which generally causes an intra-site redirect or content change. In-unit clicks are usually tracked via a 302 redirect. Also known as click-downs, click-ups and click-withins.
- Incentive base system** A form of compensation whereby an advertising agency's compensation level depends on how well it meets predetermined performance goals such as sales or market share.
- Incentive catalog company** A company that creates an incentive program for sales people, and provides them with a catalog from which they can select their prize or premium.
- Incentivized click** A type of click through in which the person clicking on the



advertisement does so in order to receive some reward. Often results in low visitor quality.

**Incentivized traffic** Visitors who have received some form of compensation for visiting a site.

**Incoming link** A link on another web site that is to your web site.

**Independent** An agency which functions alone, not controlled or influenced by a larger corporation. Michael J. Motto Advertising is an independent agency, free to act solely in our clients' best interests.

**Independent contractor** A person who is hired by a company, but works for himself/herself. The company is a client, rather than an employer.

**Independent station** A broadcast station that is not affiliated with a national network of stations.

**Independent variable** A variable not influenced by or dependent on other variables in experiments.

**Index** (1) used in relational databases to help to find common data in thousands of records. An index for income could help find all the customers whose income was between \$25K and \$35K. Using an index you can query a file of 10 million customers and find out how many women aged 60+ bought more than \$200 in the last 6 months, and do it in 5 seconds.

(2) A statistical term for relating the value of two sets of numbers. If one group had a response index of 100 and another had 120, the second group had 20% more replies than the first one. The average of any group always has an index of 100.

**Index numbers** A ratio used to describe the potential of a market. The index number is derived by dividing the percentage of users in a market segment by the percentage of population in the same segment and multiplying by 100.

**Indirect channels** A marketing channel where intermediaries such as wholesalers and retailers are utilized to make a product available to the customer.

**Indirect headlines** Headlines that are not straightforward with respect to identifying a product or service or providing information regarding the point of an advertising message.

**Individual factors** The personal characteristics of individuals in the buying centre, such as age, education, personality, position in the organisation and income level.

**Industrial advertising** A form of business-to-business advertising, this is advertising aimed at manufacturers. This advertising typically promotes parts, equipment, and raw materials used in the manufacturing process.

**Industrial marketing** Activities directed towards facilitating and expediting exchanges between industrial markets and industrial producers.

**Inelastic demand** Demand which is not significantly affected by a price increase or decrease.

**Inflatables** Gas-filled, three dimensional displays for use at point-of-sale or special events; usually taking the shape of a product, trademarked character, etc.

**Inflight advertising** A variety of advertising media targeting air travelers while they are in flight.

- Influentials** In business-to-business, executives who have the authority to make or influence a purchase.
- Infomercial** A form of television advertising that serves as an innovative alternative to the conventional form of short television commercial. Infomercials are full-length commercial segments run on cable (and sometimes network) television that typically last 30 minutes and combine entertainment and product news, including a number or address from which you can directly order the product during the showg.
- Infopreneur** Someone who starts up a business in information technology or online communications.
- Information inputs** The sensations received through sight, taste, hearing, smell and touch.
- Information processing model** A model of advertising effects developed by William McGuire that views the receiver of a message as an information processor and problem solver. The model views the receiver as passing through a response hierarchy that includes a series of stages including message presentation, attention, comprehension, acceptance or yielding, retention, and behavior.
- Information/rational appeals** Advertising appeals that focus on the practical, functional, or utilitarian need for a product or service and emphasize features, benefits, or reasons for owning or using the brand.
- Infoseek** A older search engines now owned by Disney and part of the GO.com Disney family of websites.
- Infrastructure** The process of maintaining a database: nightly backup, cleaning, merge/purge, deduplication, update, etc.
- Ingredient sponsored cooperative advertising** Advertising supported by raw material manufacturers with the objective being to help establish end products that include materials and/or ingredients supplied by the company.
- Inherent drama** An approach to advertising that focuses on the benefits or characteristics that lead a consumer to purchase a product or service and uses dramatic elements to emphasize them.
- Inherited audience** Same as Holdover audience, above.
- Initial load** The first file segment of a banner that initially downloads for the viewer to experience almost immediately, so the viewer doesn't have to wait for the entire banner to download.
- Initial painting** This is the first copy produced and placed on an advertising structure such as a billboard.
- Ink (slang)** Print publicity; press coverage. Michael J. Motto Public Relations gets its clients lots of good "ink."
- Ink jet imaging** A printing process where a message is reproduced by projecting ink onto paper rather than mechanical plates. Ink-jet imaging is being offered by many magazines to allow advertisers to personalize their messages.
- Inktomi** A database of sites used by many of the larger search engines like Hotbot, MSN etc. Yahoo also uses Inktomi when no site in its directory matches the keyword being searched for.
- Inner wrap** An advertising message that is printed on the plastic bag which wraps

the Sunday package of Comics, Magazines, and advertising inserts.

**Innovation adoption model** A model that represents the stages a consumer passes through in the adoption process for an innovation such as a new product. The series of steps includes: awareness, interest, evaluation, trial, and adoption.

**Innovators** The first people to adopt a new product.

**Input-output data** Information on what types of industries purchase the products of a particular industry.

**Inquiries** Consumer response to a company's advertising or other promotional activities, such as coupons. Used for measuring the effectiveness of some promotions.

**Inquiry test** Tests designed to measure advertising effectiveness on the basis of inquiries or responses generated from the ad such as requests for information, number of phone calls, or number of coupons redeemed at the time of purchase.

**Insert** An advertisement, collection of advertisements or other promotional matter produced by an advertiser or group of advertisers, to be included in a magazine or newspaper as a separate item (ie not printed as part of the body of the publication, but put into in a separate process). It may be bound into the publication or be inserted loose, without binding.

Costs are usually calculated on a 'per 1,000' basis and are typically variable according to the weight and size of the insert.

**Insertion date** The date a print advertisement will appear in a publication.

**Insertion order** A online or printed document that specifies the details of an advertising campaign. The terms of the agreement may also be specified on the insertion order or they may be placed in a separate document but are almost always referred to the insertion order if not present.

**Instant messaging** A method of users communicating one-to-one or in groups over the standard IP protocol. Users can assemble "buddy lists" and chat with friends, family and colleagues.

**Institutional advertising** Advertising to promote an institution or organization, rather than a product or service, in order to create public support and goodwill.

**Institutional markets** Organisations with charitable, educational, community or other non-business goals.

**Intaglio** A form of printing that results in a raised or engraved print surface.

**Integrated information response model** A model of the response process or sequence advertising message recipient go through which integrates concepts from the traditional and low-involvement response hierarchy perspectives.

**Integrated marketing communications** A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines—for example, general advertising, direct response, sales promotion, and public relations—and

combines these disciplines to provide clarity, consistency, and maximum communications impact.

**Integrated marketing communication objectives** Statements of what various aspects of the integrated marketing communications program will accomplish with respect to factors such as communication tasks, sales, market share, and the like.

**Integrated processes** The way information such as product knowledge, meanings, and beliefs is combined to evaluate two or more alternatives.

**Intelligent agents** Software tools which help the user find information of specific interest to him/her. The user's profile is continually refined and improved based on the user's acceptance or rejection of recommendations over time.

**Intensive distribution** Distributing a product through a wide variety of outlets.

**Interactive ad formats** Text-based ads on search sites complement a broad selection of ad formats that encourage Internet users to take immediate action. The Interactive Advertising Bureau (IAB), a nonprofit trade association devoted to the use and effectiveness of online advertising, offers standards and guidelines for many of the dynamic ad formats, or interactive marketing units (IMUs).

**Interactive advertising** Refers to all types of advertising through the Web, wireless and interactive television advertising. Interactive advertising can include banners, site sponsorships, e-mail campaigns, search engine marketing,

classified ads and interactive television commercials.

**Interactive advertising revenues** Revenues realized from the sale of interactive advertising.

**Interactive cable** Cable systems that have the technical ability to let subscribers communicate directly with a computer at the system headend from their television sets, using special converters and regular cable lines. VoD is a form of interactive cable.

**Interactive media** A variety of media that allows the consumer to interact with the source of the message, actively receiving information and altering images, responding to questions, and so on.

**Interconnect** A collection of two or more cable TV systems that work together to distribute commercials to a wider geographic area than either system, individually, would otherwise reach.

**Interest stage** The stage of the product adoption process when customers are motivated to obtain information about the product's features, uses, advantages, disadvantages, price or location.

**Inter-letter spacing** Small letter spacing can make letters harder to discriminate, while large letter spacing can make words easier to discriminate.

**Internal analysis** The phase of the promotional planning process that focuses on the product/service offering and the firm itself including the capabilities of the firm and its ability to develop and implement a successful integrated marketing communications program.

**Internal audits** Evaluations by individuals within the organization to determine the

effectiveness of a public relations program.

**Internal marketing** The process of eliciting support for a company and its activities among its own employees, in order to encourage them to promote its goals. This process can happen at a number of levels, from increasing awareness of individual products or marketing campaigns, to explaining overall business strategy.

**Internal media** Advertising media that have multi-country coverage and can be used to reach audiences in various countries.

**Internal page impressions** Web site activity that is generated by individuals with IP addresses known to be affiliated with the Web site owner. Internal activity that is associated with administration and maintenance of the site should be excluded from the traffic or measurement report.

**Internal search** The process by which a consumer acquires information by accessing past experiences or knowledge stored in memory.

**Internalization** The process by which a credible source influences a message recipient. Internalization occurs when the receiver is motivated to have an objectively correct position on an issue and the receiver will adopt the opinion or attitude of the credible communicator if he or she believes the information from this source represents an accurate position on the issue.

**Internet** A collection of approximately 60,000 independent, inter-connected networks that use the TCP/IP protocols and that evolved from ARPANet of the late '60s and early '70s. The Net," is a

worldwide system of computer networks providing reliable and redundant connectivity between disparate computers and systems by using common transport and data protocols.

**Internet advertising** The internet is the newest media for advertising products or services. Unlike other media, the internet serves as both a communications channel and a transaction and distribution channel, allowing consumers to receive information, make purchases, and send payment all in the same place.

**Internet directory** A categorised and hierarchically organised listing of Web sites, generally maintained by a group of human "surfers".

**Internet domain name** The unique name that identifies an Internet entity.

**Interpersonal factors** The relationships among the people in the buying centre.

**Interstitial** Means "something in between" and is a page that is inserted in the normal flow of content between a user and a site. An Interstitial Ad is an "intrusive" ad unit that is spontaneously delivered without specifically being requested by a user. Blocking the site behind it, Interstitial Ads are designed to grab consumers' attention for the few nanoseconds it takes them to close the window. Interstitials can be full pages or small daughter windows. Also referred to as "pop-ups."

**Interstitial ads (AKA intermercial and transition ads)** Interstitial ads are ads that appear between two content pages. If a user is on content page A and clicks on a hyperlink to go to content page B, the Interstitial page will appear after the user



clicks on page A, before the user is moved to content page B.

**Intuition** The personal knowledge and past experience upon which marketing managers may base decisions.

**Inventory** The number of ad spaces available for sale on a web site during a certain time frame. Determined by taking into consideration the number of advertisements on a page, the number of pages with advertisements and the number of page views during a specific time frame.

**Investment spending** Increased advertising expenditures at a rate higher than normal with the expectation of increased sales and profits.

**Invisible web** The group of dynamic or large database sites that search engines will not index.

**Involvement** The level of interest, emotion and activity which the consumer is prepared to expend on a particular purchase.

**IP (internet protocol)** A protocol telling the network how packets are addressed and routed.

**IP address** Internet Protocol address. Every system connected to the Internet has a unique IP address, which consists of a number in the format A.B.C.D where each of the four sections is a decimal number from 0 to 255. Most people use Domain Names instead and the resolution between Domain Names and IP addresses is handled by the network and the Domain Name Servers. With virtual hosting, a single machine can act like multiple machines (with multiple domain names and IP addresses).

**IP delivery** To deliver content based on the IP address of the computer requesting the URL. Sometimes used to tailor content to different user groups.

**IP spoofing** A technique of connecting to a web site and reporting an IP address different than the one you are actually connected too. This is a highly unethical tactic and may break some computer and technology laws. In the context of search engines, IP Spoofing involves redirecting or fooling a search engine into indexing one site, while actually delivering content from another site. It can also include falsely redirecting a user to some other site after innocently clicking on a link.

**IRC (internet relay chat)** A facility that allows people – from many different places in the world at one time – to chat in real time. The chats, or forums, are typed remarks, and they can be either public or private. This, understandably, is a wildly popular consumer area of the internet. A sort of “ham radio” for the ‘90s, it offers intimacy combined with autonomy. Many celebrities are also talking to the public at pre-announced times, so IRC has commercial publicity uses, too. Business meetings can be conducted in the same way.

**IS (information systems) (also MIS)** The part of the company responsible for the central data processing operations.

**ISI** Interstimulus interval, or the pause between the presentation of different ideas or different pieces of information.

**ISCI (industry standard coding identification)** The standard codes used to identify radio and television ads.

**ISDN (integrated digital services network)** ISDN lines are high-speed dial-up

connections to the internet. That's good. What's bad is that their cost and availability is determined by local telephone companies, which means in some places they are available, in other places not; and sometimes they're cheap, and at other times wildly expensive. It is a lot of commotion for a connection roughly four times faster – 128,000 bits per second – than a normal phone line. (The joke among communications experts is that ISDN stands for "It Still Does Nothing.") Wait for fiber optic lines which will be thousands of times faster – that's the future.

**Island** A large square-like banner unit typically placed at the top of a web page; exact dimensions may vary by web site.

**Island display** An in-store product display situated away from competing products, typically in the middle or at the end of an aisle.

**Island position** A print ad that is completely surrounded by editorial material, or a broadcast ad surrounded by program content, with no adjoining advertisements to compete for audience attention.

**Island site** A press advertisement site which is completely surrounded by editorial material.

**ISP (internet service provider)** A business that provides access to the internet. Its

services are available to either individuals or companies, and include a dial-in interface with the internet, software supply and often web site and intranet design. There are currently over 3,000 ISPs in the U.S. alone. It's a growth business, and as a result pricing is highly competitive, so shop around.

**Italic** Roman type style that slants to the right, *as in this phrase*. The term *italic* should be reserved for Roman faces. Other faces that slant to the right are called *oblique*.

**ITI (information technology industry council)** Represents the leading U.S. providers of information technology products and services. It advocates growing the economy through innovation and supports free-market policies.

**ITV (interactive television)** Any technology that allows for two-way communication between the audience and the service provider (such as the broadcaster, cable operator, set-top box manufacturer) via standard or enhanced television appliance.

**IVR (interactive voice response)** A piece of equipment connected with an ACD which permits inbound callers to a call center to choose their own routing of the call ("Push 1 for sales, Push 2 for service...).

**Ixquick** Metasearch engine located at [www.ixquick.com](http://www.ixquick.com).

# J

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**Java** Java is a programming language, created by Sun, that enables developers to write software on one platform and run it on another. It is popular on the Internet as it allows programmers to create programs called applets to run within a web browser and develop server-side applications for online forums, stores, polls, processing HTML forms, and more.

**Javascript** A scripting language developed by Netscape and Sun Microsystems that is loosely related to Java. JavaScript code can be included in a web page along with HTML and is easier to write than Java.

**JIC** Prefix of acronyms standing for “joint industry committee”, in research studies such as JICREG (regional press readership) and JICNARS (national press readership).

**Jingle** A catchy musical refrain delivering an advertising message, frequently used on radio or television.

**Joint demand** Demand that occurs when two or more products are used in combination to produce a product.

**JPEG (joint photographic experts group)**

JPEG (pronounced “jay peg”) is a graphics format newer than GIF which displays photographs and graphic images with millions of colors, it also compresses well and is easy to download. Unfortunately, not many browsers currently support it, so don’t use it for your logo.

**JS** Java script.

**JSP** Java server pages (file.JSP).

**Jumble display** A mixture of products or brands on a single display, such as a clearance table.

**Jump page** A jump page, also known as a “splash page,” is a special page set up for visitors who clicked on a link in an advertisement. For example, by clicking on an ad for Site X, visitors go to a page in Site X that continues the message used in the advertising creative. The jump page can be used to promote special offers or to measure the response to an advertisement.

**Jump page ad** Microsite which is reached via click-through from button or banner

ad. The jump page itself can list several topics, which are linked to either the advertiser's site or the publisher's site.

**Junior skyscraper banner** Another term for a standard vertical banner.

**Junk mail** Unwanted mail often binned unread by uninterested recipients.

**Justified type** Type set so that side margins are straight. Lines set as "justified" all have the same line length, so they line up evenly on left and right.



# K

**KBPS (kilobits per second)** The standard measurement of modem speed.

**KDA** Keyword effectiveness index.

**Keeper** A premium used to induce a consumer to take some action, such as completing a survey or trying a product.

**Kern** To adjust space between certain type characters to eliminate unwanted space. (e.g. AV, MW, etc.)

**Kerning** In typesetting, the adjustment of space between two printed characters to push them together or force them apart. Kerning is often applied between common pairs of letters such as "th." Kerning is important in large-type headlines to keep the headline to only one or two lines.

This type is set natural, without kerning.

This type has been kerned one-half point.

**Key message** The main idea the advertisement is intended to convey.

**Key phrases** Phrases you want associated with your web site in search engines. Most people search for combinations of words rather than single words, and writing your

list of keywords grouped into phrases can give you a search advantage.

**Keyline or match key** A combination of numbers and letters usually beginning with the zip code, which is used as a rough household duplicate eliminator.

**Keypunching** The process whereby someone enters names and addresses and other data from hard copy (paper forms) onto a computer tape or disk. It is done on a typewriter-like keyboard into a small computer. Same as data entry.

**Keyword** A specific word, or combination of words, entered into a search engine that results in a list of pages related to the keyword. A keyword is the content of a search engine query.

**Keyword advertising banner** A banner ad that is displayed on a web page related to the visitor's key word or key phrase entry. For instance, if a visitor enters the phrases "baseball tickets" they will see a banner or series of banners that purchased rights to that same or similar key phrase from the web site, or publisher.



**Keyword buys** Some search engines tie keywords to advertising sales. When a user searches for a particular keyword, the results page often have a banner advertisement displayed buy advertisers that purchased the keyword.

**Keyword density** A percentage measure of how many times a keyword is repeated within text of a page. For example, if a page contains 100 words and ten of those words are "house", then "house" is said to have a 10% keyword density. There are programs that will rate keyword density by singular words or by groups of words, "new home for sale".

**Keyword frequency** Denotes how often a keyword appears in a page or in an area of a page. In general, the higher the number of times a keyword appears in a page, the higher its ranking in the search engines. However, repeating a keyword too often

**Keyword marketing** Commonly used in search engine marketing where advertisers can purchase keywords from search engines companies to be listed as sponsored listings when a user is searching for that particular keywords or keyphrase. Besides search engine companies, many Web sites also allow keywords to be purchased in order to direct the hyperlink opportunity to the advertiser's site or to serve an ad related to the user's search.

**Keyword matching** Methods of selecting and organizing your keywords to match the user's query. Four types of keyword matching options can help you refine your ad targeting.

**Keyword phrase** Refers to two or more keywords combined to form a search

query. A favorite restaurant of mine is a two keyword phrase: Pizza Hut.

**Keyword prominence (density)** How close to the start of an area that your keyword appears. The closer to the beginning your targeted keyword appears, the higher the prominence, the higher the prominence the better. Prominence applies to the words within the title, body of the document, the meta tags, the heading tags, and the alt-tags.

**Keyword research** Doing research on a single keyword to find it's relatives and related keywords. This is often done to find the highest producing keywords.

**Keyword search revenues** Fees advertisers pay to retrieve the hyperlink opportunity to the advertiser's site or to serve an ad related to the user's search.

**Keyword stuffing** The process of loading a page up with keywords in the META tags or main HTML body.

**Keyword weight** Denotes the number of times a keyword appears in a page as a percentage of all the other words in the page. In general, the higher the weight of a particular keyword in a page, the higher will be the search engine ranking of the page for that keyword. However, repeating a keyword too often in order to increase its weight can cause the page to be penalized by the search engines.

**Keywords tag** META tag used to help define the primary keywords of a Web page.

**Kill** Instructions to cease publishing an advertisement. A "kill date" is the deadline to cancel an ad.

**Kill date** The expiration date of advertising materials. Kill dates notify media outlets

that an advertisement should not be broadcast or placed after that date.

**Killer app** A term that migrated from software development to online. It is nothing more than tech-talk for the eternal search for next big idea.

**Kinesic communication** Body language,

including winking, head nodding, hand gestures and arm motions.

**Knowbot** An artificially intelligent computer program that automates the search for information on the Internet.

**Knowledge** Familiarity with the product and expertise-the ability to apply the product.



# L

**L.H.P.** Abbreviation for left hand page.

**Laboratory settings** Central locations at which participants or respondents are invited to react or respond to experimental stimuli.

**Laboratory tests** Tests of consumer reactions to advertising under controlled conditions.

**Lag** The amount of time between making an online request or command and receiving a response. Until lag time becomes no time at all the internet will not be consumer-friendly, and its profit potential will remain limited.

**Laggards** The last people to adopt a new product, suspicious of new products and oriented towards the past.

**LAN (local area network)** A computer network – which for some reason is pronounced “land” – limited to a certain area, usually a single floor or building. The web is a network, but not a LAN.

**Landing page** An active web page where Internet users will “land” when they click your online ad. Your landing page doesn't

need to be your home page. In fact, ROI usually improves if your landing page directly relates to your ad and immediately presents a conversion opportunity – whether that means signing up for a newsletter, downloading a software demo, or buying a product.

**Language(s)** Identifies the language(s) in which an ad is available.

**Lanham act** A federal law that permits a company to register a trademark for its exclusive use. The Lanham Act was recently amended to encompass false advertising and prohibits any false description or representation including words or other symbols tending falsely to describe or represent the same.

**Large rectangle** An IMU size. The IAB's voluntary guidelines include seven Interactive Marketing Unit (IMU) ad formats; two vertical units and five large rectangular units.

**Laser letter** A letter produced on a laser printer. Very clean and neat looking. Possible to have unlimited personalization of the text of the letter.

**Late fringe** A TV daypart that follows primetime, usually from 11:30 p.m. to 1:30 a.m. EST (or later).

**Late majority** People who are quite sceptical about new products but eventually adopt them because of economic necessity or social pressure.

**Latency** (1) time it takes for a data packet to move across a network connection;

(2) visible delay between request and display of content and ad. Latency sometimes leads to the user leaving the site prior to the opportunity to see. In streaming media, latency can create stream degradation if it causes the packets, which must be received and played in order, to arrive out of order.

**Launch** The introduction of a new product or service.

**Layout** (1) A general appearance of what the finished advertisement will look like, indicating the relationship between the text and graphic images .

(2) Involves decisions about how the various components of headline, illustration, copy and identification marks are to be arranged and positioned on the page before the ad is run (BMA).

**Lead** A lead indicates a potential customer who has expressed interest in a product or service, generally by means of requesting additional information or following through on an online registration. Some affiliate programs pay on a CPL, or Cost Per Lead, basis.

**Lead conversion rate** The percentage of leads which become customers.

**Lead in** Introductory monologue, as in a television or radio show (DAT).

**Lead product** A type of product, may be sold at a loss, that is used to help companies generate new customers.

**Lead time** Usually, period of time before advertisement appears which gives last date for supply of copy material (also known as 'copy date') or by which booking of space or airtime should be actioned ('booking lead time').

**Lead tracking** The process of keeping up with what has happened to a lead (prospect who has expressed an interest in your product or service). Lead tracking is very difficult because salespeople hate to report on the status of leads.

**Learning** Changes in a person's behaviour caused by information and experience.

**Leave behind** A premium left with prospective customers by a sales person, to remind them of the product or service being sold.

**Left-branching sentence** A sentence where the cause precedes the effect.

**Lemon** A woman who lives alone, in the latest marketing-speak, and who has little interest in financial services. Marketeers prefer the plum , a married man with above-average income who is keen to boost his pension.

**Length** For television or radio, the duration of the spot, measured in seconds, not including the tagging.

**Letterpress** A form of printing in which the raised surfaces of a printing plate are inked and the inked image is impressed directly on the paper.

**Lettershop** An independent company that handles all the details of printing and mailing letters.

**Level of involvement** The level of interest, emotional commitment and time spent searching for a product in a particular situation.

**Lexicographic decision rule** A type of decision rule where choice criteria are ranked in order of importance and alternatives are evaluated on each attribute or criterion beginning with the most important one.

**Life cycle, lifestage** Lifestyle analysis system based on the concept that people have different aspirations and tastes at different stages of their lives: life cycle groups might include 'Dependent', 'Empty Nesters', 'Pre-family'. There are various proprietary systems which take this general form.

**Life time value** Term used to describe the monetary value of a customer to a company over the customer's lifetime.

**Lifestyle** Lifestyle data about a neighborhood comes from clustering. If a significant number of people in a given cluster have taken a foreign trip, it is assumed that all similar households have done this. It is a lifestyle attribute. Included are magazines read, TV programs watched, etc.

**Lifestyle segmentation** Separating consumers into groups, based on their hobbies, interests, and other aspects of their lifestyles.

**Lifetime value** The contribution to overhead and profit made by a customer during their total relationship with your company. Abbreviation: LTV.

**Lift** The improvement in response from a mailing due to modeling and

segmentation. Divide the response from a segment by the overall response, subtract 1 and multiply by 100.

**Lightbox** Poster site, most often a 4- or 6-sheet, which is 'back-illuminated'. Posters used in this type of site normally have to be printed on special material, eg vinyl.

**Light face** Type letter of normal form and size, but with reduced stroke width.

**Lightness** Refers to the range of achromatic colors ranging from white through gray to black. Achromatic color is produced when all wavelengths are equally reflected (white) or equally absorbed (black). Specific hues may be mixed with achromatic colors, and the lightness of the achromatic color will determine the lightness of the resulting mixture. For instance, white combined with red produces pink, a light color, while black combined with red produces a deep red that is not as light. Lightness is thus related to the reflectance of an object's surface.

**Limited decision-making** Behaviour that occurs when buying products purchased only occasionally, for which a moderate amount of information gathering and deliberation is needed.

**Linage** Total lines of advertising; for example, a three column by ninety line advertisement has a total linage of 270 lines. A client's linage in a specific publication may run to tens of thousands per month. By anticipating its clients' linage requirements, Michael J. Motto Advertising can negotiate more advantageous rates with the media.

**Line art** Copy that can be reproduced without using a screen, such as a pen and ink drawing.



- Line conversion** A high-contrast reproduction of an illustration, where all shading is reduced to either black or white.
- Line extension** The strategy of applying an existing brand name to another product in the same category.
- Line of sight** The simultaneous viewing of more than one out-of-home unit. Standing at one billboard, all other billboards that can be seen from there are in the line of sight of that board.
- Line rate** Cost per agate line, the basic unit used to compute the cost for newspaper space.
- Link (hyperlink)** A clickable connection between Web pages or between an ad and a website. Text links are usually blue and underlined, and change to purple and underlined if you've clicked on them recently. Graphic links can be identified when you move your mouse over a graphic and the pointer changes to a picture of a pointing hand.
- Linkage** A count of the number of links pointing (inbound links) at a website. Many search engines now count linkage in their algorithms.
- Link checker** Tool used to check for broken hyperlinks.
- Link farm** Free For All links. These are places that allow anyone to add a link.
- Link popularity** A measure of inbound links. Several search engines have included this factor into their algorithms, the most notable being Google with their trademarked PageRank.
- Link reputation** The quality of the incoming links to your site. The more closely related and greater trafficked sites you can obtain sites from, the better your link reputation and the higher your rankings.
- Link text** The text that is contained within a link. For example, search engine is a link that contains the link text "search engine."
- List broker** In direct mail campaign planning, an agent who sells lists of sales prospects, classified into groupings.
- List maintenance** Keeping a mailing list current through correcting and updating the addresses and other data.
- List rental** The process of renting (for one-time use, or other periods) a list of names of customers owned by some other organization for an agreed upon cost per thousand.
- Listening area** Total extent of a radio station's signal.
- Listings** The information that appears on a search engine's results page in response to a search.
- Listservers** A discussion group mechanism that permits you to subscribe and receive and participate in discussions via e-mail.
- Lithography** A printing method in which the printing and non-printing areas exist on the same plane, as opposed to a bi-leveled reproduction.
- Live announcer spots** A type of radio advertising in which the sponsor supplies a script to be read live on the air by the station announcer or radio personality.
- Live announcer tag** A disc jockey or announcer from the radio station comes "on the air" and reads your tag, live, after the produced spot has played.

**Live copy area** All print should remain within this dimension. The purpose of this dimension is to enhance readability by keeping the copy from coming too close to touching the frame.

**Live feed** A live feed is the use of a single broadcast transmission for each time zone. This means that programming that airs in primetime on the East coast at 8 PM will air on the West coast at 5 PM.

**Live tag** The voice-over at the end of a prerecorded commercial that provides current or local information, dealer addresses, etc.

**Illustration** Photographs or hand-drawn pictures, not including graphics such as insignias or trademarks.

**LNA (leading national advertisers)** A syndicated source which analyzes advertising activity for major advertisers in six media – Network TV, Spot TV, Network Radio, Magazines, Newspaper Supplements and Outdoor.

**Load** Usually used with up-load or down-load, it means to transfer files or software from one computer or server to another computer or server. In other words, it is the movement of information online.

**Load factor** The average number of persons riding in each vehicle. This factor has been determined through national research as well as evaluation of government research and reports for highway capitalization. TAB currently uses a load factor of 1.75 persons per vehicle based upon these collective research studies.

**Local advertising** (1) Advertising to a local merchant or business as opposed to regional or national advertising.

(2) Advertising placed at rates available to local merchants.

**Local rate** An advertising rate charged to a local advertiser, typically a retailer, by local media and publications, as distinguished from a national rate that is charged to a national advertiser, typically a manufacturer.

**Localized advertising strategy** Developing and advertising campaign specifically for a particular country or market rather than using a global approach.

**Location list** A listing of all locations included in a specific out-of-home program.

**Log** A file that keeps track of network connections.

**Log file** A file that lists actions that have occurred. For example, Web servers maintain log files listing every request made to the server. With log file analysis tools, it's possible to get a good idea of where visitors are coming from, how often they return, and how they navigate through a site. Using cookies enables Webmasters to log even more detailed information about how individual users are accessing a site.

**Logger** A program that logs web page views. Most often a logger will also track referrals.

**Login** The identification or name used to access – log into – a computer, network or site.

**Logotype (logo)** The unique design created for a corporate symbol, brand name, publication title, etc. Usually presented in a typeface or special hand-lettering format. Logos are usually registered as

trademarks for exclusive use by the originating client.

**Long shot** In film or photography, a scene that takes in the full view of the subject (e.g., the entire body of the person). A *medium shot* is from the waist up.

**Long-exposure ads** Ads, such as in magazines or on websites, that allow the customers to take their time in viewing or reviewing an ad.

**Looksmart** One of the largest directories on the Internet.

**Loss leader** A type of product that is sold at a loss to help companies generate new customers. Companies hope the new customers gained from this type of sale will generate profits on future purchases.

**Lottery** A scheme in which making a required purchase gives a person a chance to win a prize which is awarded at random, usually through an electronic drawing. Lotteries may not be used as promotion devices under U.S. laws.

**Low involvement hierarchy** A response hierarchy whereby a message recipient is viewed as passing from cognition to behavior to attitude change.

**Low risk/routine product** Low cost, day-to-day rewards to which we treat ourselves including beer, wine, soda, gum, hard candy, coffee, snack food, candy, fast food,

desserts, and soft drinks (Weinberger, Spotts, Campbell, & Parsons 1995).

**Lower case** This term comes from the early period of hand-set and metal or wooden type; the compositor had two cases to hold the type – the lower case had the little letters and the one above it had the capitals.

**Low-involvement goods** Goods about which people devote little effort when making a purchase decision.

**Loyalty** Customer loyalty is measured as retention. A loyal customer is one who keeps buying from you.

**Loyalty card** A mechanism whereby regular customers who remain loyal to a particular company are rewarded with discounts or free merchandise.

**Loyalty index** Frequency of listenership of a particular broadcast station.

**Loyalty programs** Rewards that encourage customers to keep being customers longer, or to purchase more.

**LTC (last telecast)** The last date on which a commercial or program is scheduled for airing.

**Lycos** A large search engine. Owns Wired Digital which owns the HotBot search engine. Also owns Tripod free home page site. Primary search results are returned from the ODP.



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**M commerce** A term referring to mobile commerce which is the ability to conduct monetary transactions via a mobile device, such as a WAP-enabled cell phone.

**Macro environment** Uncontrollable factors that constitute the external environment of marketing including demographic, economic, technological, natural, sociocultural, and regulatory forces.

**Macroeconomic conditions** Factors that influence the state of the overall economy such as changes in gross national product, interest rates, inflation, recession, and employment levels.

**Macromarketing** A type of marketing in which a company adapts itself to uncontrollable factors within the industry.

**Madison avenue** New York City thoroughfare that has historically been the location of many large ad agencies. Today the term often refers to the American advertising industry collectively.

**Magalog** A mail-order catalog that carries editorial matter and advertisements for multiple companies.

**Magazine networks** A group of magazine owned by one publisher or assembled by an independent network that offers advertisers the opportunity to buy space in a variety of publications through a packaged deal.

**Mail filter** A program that allows you to sort email before viewing it using the subject, the sender's email address, or even information in the body of the message.

**Mail in premium** A premium obtained by mailing in a suitable response to the manufacturer or distributor, with or without money.

**Mail order advertising** Advertising which supplies paperwork for the purpose of soliciting a purchase made through the mail.

**Mail panels** Groups of consumers selected to represent a market or market segment who agree to be regularly interviewed by mail.

**Mail shop** An independent company which specializes in preparing materials for mailing. They affix labels, sort for bulk

rates, prepare bag tags, insert in postal bags.

**Mail surveys** Questionnaires sent by mail or e-mail to respondents, who are encouraged to complete and return them.

**Mailer** A mailed advertisement.

**Mailing list** Online a mailing list is an automatically distributed email message on a particular topics going to certain individuals. You can subscribe or unsubscribe to a mailing list by sending a message via email. There are many good professional mailing lists, and you should find the ones that concern your business.

**Mailing preference service (MPS)** A database of individual home addresses where the occupiers have elected not to receive unsolicited direct (marketing) mail.

**Mailroom (packaging & assembly)** The area where the printed newspapers are inserted, bundled, wrapped and sent by conveyor to the loading dock and put on trucks for delivery.

**Mainframe** The largest computers used in business applications. They require raised floors, special air conditioning. Mainframes are recommended for marketing databases because of their power, input-output capability and speed measured in MIPS.

**Major selling idea** The basis for the central theme or message idea in an advertising campaign.

**Make good** (1) To present a commercial announcement after it "s scheduled time because of an error.

(2) To rerun a commercial announcement because of technical difficulties the previous time it was run.

(3) To rerun a print advertisement due to similar circumstances.

**Mall displays** Backlit advertisement structure located at strategic points in shopping malls; usually two or three-sided.

**Mandatory copy** Copy required by law to appear on the advertising of certain products, such as liquor and attorney ads.

**Manual submission** Adding a URL to the search engines individually by hand.

**Margin** The area between the edge of the printed area and the edge of the sheet on which it is printed.

**Marginal analysis** Technique of setting the advertising budget by assuming the point at which an additional dollar spent on advertising equals additional profit.

**Market** A designated political, geographical, economic, or statistical area.

**Market penetration** The percentage of buyers you have as compared with the total households or businesses in the area you have selected as your market.

**Market profile** The characteristics of a market including demographic descriptions of people, households and/or product purchasers. Can include media usage data.

**Market rate of interest** The cost of borrowing money by your company from banks or other institutions. In discount rate computations, this amount is usually doubled to account for risk.

**Market research** A study of consumer groups and business competition used to define a projected market.



**Market segmentation** Market segmentation is a method of selecting groups of consumers to which advertising appeals will be targeted. It is based on the idea (generally but not always true) that consumers who share certain measurable traits can be expected to respond to advertising appeals in similar ways.

**Market share** The percentage of a product category's sales, in terms of dollars or units, obtained by a brand, line, or company.

**Market specialist** A buyer who concentrates on just a few markets, thus developing expertise in terms of media usage habits and advertising rate fluctuations in these markets.

**Marketing** Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.

**Marketing channels** The set of interdependent organizations involved in the process of making a product or service available to customers.

**Marketing databank** A file of data collected through both the MIS and marketing research projects.

**Marketing experimentation** A set of rules and procedures by which data gathering is organised to expedite analysis and interpretation.

**Marketing firm** A business that affects the distribution and sales of goods and services from producer to consumer; including products or service development, pricing, packaging,

advertising, merchandising, and distribution.

**Marketing goals & objectives** Setting marketing goals gives a measure by which progress towards the goals can be monitored. Goals are set both for the total enterprise and each department. Objectives are the how-to tactics used in order to meet or exceed the goals.

**Marketing information system (MIS)** The framework for the day-to-day management and structuring of information gathered from sources both inside and outside an organisation.

**Marketing intelligence** The composite of all data and ideas available within an organisation that assists in decision-making.

**Marketing mix** The levels and interplay of the elements of a product's or service's marketing efforts, including product features, pricing, packaging, advertising, merchandising, distribution, and marketing budget, and how these elements affect sales.

**Marketing objectives** Goals to be accomplished by an organization's overall marketing program such as sales, market share, or profitability.

**Marketing plan** A written document that describes the actions that a tourism organization will undertake to achieve its marketing goals and objectives.

**Marketing public relations function (MPR)** Public relations activities designed to support marketing objectives and programs.

**Marketing research** Marketing Research is the function that links the consumer,

customer, and public to the marketer through information - information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a progress. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

**Markup** To mark a layout or sheet of copy, indicating the choice of typeface, typesize, etc.

**Marquee** A horizontally scrolling text message. Usually done with Javascript.

**Mass marketing** Selling to everyone through mass media such as radio, TV, or a newspaper, as opposed to database marketing which is aimed at a small selected audience.

**Mass media** Nonpersonal channels of communication that allow a message to be sent to many individuals at one time. Mass media is a term used to denote, as a class, that section of the media specifically conceived and designed to reach a very large audience (typically at least as large as the whole population of a nation state). It was coined in the 1920s with the advent of nationwide radio networks and of mass-circulation newspapers and magazines. The mass-media audience has been viewed by some commentators as forming a mass society with special characteristics, notably atomization or lack of social connections, which render it especially susceptible to the influence

of modern mass-media techniques such as advertising and propaganda. It is also gaining popularity in the blogosphere when referring to the mainstream media.

Media is a truncation of the term media of communication, referring to those organized means of dissemination of fact, opinion, entertainment, and other information, such as newspapers, magazines, cinema films, radio, television, the World Wide Web, billboards, books, CDs, DVDs, videocassettes, computer games and other forms of publishing. Academic programs for the study of mass media are usually referred to as mass communication programs. An individual corporation within the mass media is referred to as a Media Institution.

The term "mass media" is mainly used by academics and media-professionals. When members of the general public refer to "the media" they are usually referring to the mass media, or to the news media, which is a section of the mass media.

Sometimes mass media (and the news media in particular) are referred to as the "corporate media". Other references include the "mainstream media". Technically, "mainstream media" includes outlets that are in harmony with the prevailing direction of influence in the culture at large. In the United States, usage of these terms often depends on the connotations the speaker wants to invoke. The term "corporate media" is often used by leftist media critics to imply that the mainstream media are themselves composed of large multinational corporations, and promote those interests. This is countered by right-wingers with the term "MSM", the acronym implying

that the majority of mass media sources are dominated by leftist powers which are furthering their own agenda.

During the 20th century, the growth of mass media was driven by technology that allowed the massive duplication of material. Physical duplication technologies such as printing, record pressing and film duplication allowed the duplication of books, newspapers and movies at low prices to huge audiences. Radio and television allowed the electronic duplication of information for the first time.

Mass media had the economics of linear replication: a single work could make money proportional to the number of copies sold, and as volumes went up, unit costs went down, increasing profit margins further. Vast fortunes were to be made in mass media. In a democratic society, independent media serve to educate the public/electorate about issues regarding government and corporate entities. Some consider the concentration of media ownership to be a grave threat to democracy.

**Mass transit** Public conveyances such as buses, trains, subways, and other rapid transit commuter systems.

**Master tape** An edited audio tape or video tape to be recorded on quantity prints or dubs.

**Masthead** On the editorial page, listing of newspaper's name, place and date of publication, and top officials of the company. Often mistakenly used to refer to the nameplate on the top of the front page.

**Match code** A keyline. An extract of the name and address used to identify a specific record. Used in de-duping.

**Match print** 3M brand name for color proofs created from film negatives.

**Materialism** A preoccupation with material things rather than intellectual or spiritual concerns.

**Materiality** The FTC theoretically will not regulate a deceptive advertisement unless the deceptive claim is also material. This means, in simple terms, that the claim must be important to consumers, rather than trivial. The FTC requires that the deception be likely to affect consumers' "choice of, or conduct regarding, a product."

**Materials close** The deadline for a publication to receive print advertising materials, such as camera-ready art.

**Matter** Editorial content of a newspaper or magazine.

**Matte shot** A camera shot made with a matte or mask in part of the frame to allow another shot to be printed in the opaque area.

**Max loop size** The maximum number of times an animated graphic may repeat its loop. Normally 3-5 times

**Max time length** The maximum number of seconds it takes for an animated graphic to complete one loop. Normally 10 to 20 seconds.

**Mean** A summation of a set of values, divided by the number of cases. The arithmetic mean is commonly referred to as the average.

**Mechanical** A camera-ready paste-up that combines artwork and type elements onto

an art board or computer disk. Generally speaking, it is your ad composed in a format that is acceptable for publishing.

**Mechanical observation devices** Cameras, recorders, counting machines and other equipment that records physiological changes in individuals.

**Media** Forms of mass communication. Newspapers, magazines, direct mail, billboards, bus signs, radio, television and internet are some important media that carry advertising.

**Media buying services** Independent companies that specialize in the buying of media, particularly radio and television time.

**Media concentration theory** Technique of scheduling media that involves buying space in one medium only and developing strength through concentration.

**Media dominance theory** Technique of scheduling media that involves buying a large amount of space in one medium, and shifting to another medium after achieving optimum coverage and frequency.

**Media kit** Information offered to potential advertisers by publishers to help advertisers understand the publishers rates, visitor demographics, terms, etc.

**Media mix** The combined use of different media to achieve maximum results/exposure for an advertiser's message.

**Media objects** Files, other than HTML documents, which can be displayed or executed within HTML documents, or in a stand-alone fashion. Examples currently include GIFs, JPEGs, video, audio, Flash objects (SWF), PDF, Java applets, and

other objects which can be viewed through a browser or using a "plug-in" .

**Media organizations** One of the four major participants in the integrated marketing communications process whose function is to provide information or entertainment to subscribers, viewers, or readers while offering marketers an environment for reaching audiences with print and broadcast messages.

**Media pack** A folder of information issued by a particular publication concerning the publication and the process of placing ads in the publication. Regular elements of the standard media pack include contract rates, column sizes, deadlines, editorial calendars, special features, media circulation, geographic coverage, audience demographics, etc.

**Media plan or media buy plan** A part of the communications plan that details how various media will be employed. Identifies the specific schedule of paid placements that have been negotiated for an ad or collection of ads, including the times and programs during which television and radio ads will run, the locations and sizes of billboards that will be placed, the publications and placement within those publications in which print ads will run, etc. The media plan also contains a summary of expected target audience reach and frequency.

**Media planner** An employee of an advertiser or agency who coordinates media aspects of a campaign and selects the most effective media to use. Important factors in media planning include: the campaign; the budget, size and character of the market profile; and the positioning opportunities in the media.

**Media research** A study of radio, television and print media for the purpose of reaching the optimal consumer audience.

**Media service** An organization capable of the full range of media functions.

**Media strategies** Plans of action for achieving stated media objectives such as which media will be used for reaching a target audience, how the media budget will be allocated, and how advertisements will be scheduled.

**Media type or medium** Format of the advertisement (e.g., radio, television, print, or out-of-home). Also referred to as media vehicle, media channel, or media outlet.

**Media vehicle** The specific program, publication, or promotional piece used to carry an advertising message.

**Medium (plural, media)** A vehicle or group of vehicles used to convey information, news, entertainment, and advertising messages to an audience. These include television, cable television, magazines, radio, billboards, etc.

**Medium of transmission** The tool used to carry the coded message from the source to the receiver or receiving audience.

**Mega rear** An advertisement site which covers the whole area of the back of a double-deck bus. Normally such advertisements are painted onto the vehicles.

**Megabyte** A million bytes. Disks are rated in megabytes.

**Memory** The amount of information that a computer can hold in its head while it is doing work. The more memory, the faster a computer can work, and the more

complicated programs it can handle. New computers today have 32 megabytes of memory, which can be expanded.

**Mention** A brief item in the press or broadcast media referring to a person, product, or service.

**Merchandise allowance** A manufacturer's agreement to pay resellers certain amounts of money for providing special promotional efforts, such as advertising or displays.

**Merchandising the advertising** The promoting of a firm's advertising abilities to distributors.

**Merge/purge** A software system used to merge many different input tapes in differing formats and put them into a common format for a mailing. merge/purge detects duplicates.

**Message** A communication containing information or meaning that a source wants to convey to a receiver.

**Meta-analysis** A quantitative of the literature on a given topic. It describes the procedures used to ensure that the search for information on this topic was comprehensive, the schemes used to select and code studies, and the method of summarizing across studies.

**Meta data** Data about data.

**Meta description tag** Allows page authors to say how they would like their pages described when listed by search engines. Not all search engines use the tag.

**Metafind** Another meta search engine.

**Meta robots tag** Allows page authors to keep their web pages from being indexed by search engines, especially helpful for those



who cannot create robots.txt files. The Robots Exclusion page provides official details.

**Meta search engine** A search engine that gets listings from two or more other search engines, rather than through its own efforts.

**Meta tag** An HTML tag which is not visible when the document is viewed. It is placed within the head tag to tell search engines the description you would like them to use in their database, and the keywords you want your page associated with.

**Meta tag generator** Tool that will output meta tags based on input page information.

**Metaphor** A form of figurative language that applies a word or a phrase to a concept or an object, such as a brand, that does not literally denote to suggest a comparison with the brand (e.g., Budweiser is "the king of beers").

**Metcalfe's law** The value of a network increases geometrically with the number of people who use it.

**Metered markets** Markets where ratings are drawn from a sample of TV homes in which a meter has been attached to the television set. New York, Los Angeles, and Chicago are currently metered.

**Metro area** The central metropolitan core of a market, equivalent to the Standard Metropolitan Statistical Area as defined by the U.S. Office of Management and Budget.

**MI (monthly impressions)** MI is a term used to describe the number of impressions in one month.

**Micro button** A very small banner, measuring only 88 pixels wide by 33 pixels tall. Most micro buttons are too small to be effective direct response banners.

**Micro computer** Another name for a PC.

**Microeconomic trends** Patterns or developments in economic factors such as consumer income, savings, debt, and expenditure patterns.

**Micromarketing** The activities a firm practices in order to react controllably to external forces, e.g., setting objectives and selecting target markets.

**Micro sites** Multi-page ads accessed via click-through from initial ad. User stays on the publisher's Web site, but has access to more information from the advertiser than a standard ad format allows.

**Mid market** Socio-demographic term primarily applied to people, products, services, campaigns or media which fall into, or have a bias towards, the C1 or C2 social grade grouping.

**Middle america** The moderate, middle-class segment of the U.S. population that comprises the largest consumer group.

**Middle break** Commercial break roughly halfway through a program.

**Migration** The process of moving your database from one platform (such as an external service bureau) to another (such as your in-house mainframe). When you outsource, you should look ahead and be sure that you can migrate at some later date.

**Milline rate** Used to determine the cost effectiveness of advertising in a newspaper; reached by multiplying the

cost per agate line by one million, then dividing by the circulation. Also referred to as Milline.

**MIME (multipurpose internet mail extensions)** The standard format for sending non-text email attachments, like photos, sound, video, or software.

**MINI** Smaller than mainframe computers. They may also need raised floors and air conditioning. They are less expensive than mainframes, and, generally do not have the power or input-output capability to manage a large marketing database.

**Minimum bid** It is the lowest amount that search engines allows an advertiser to bid for search terms/keywords.

**Minimum frequency** Minimum number of exposures thought necessary for an advertisement to be effective.

**Minimum showing** The smallest sized showing an advertiser can purchase without per ad pricing which is typically more expensive.

**Mining company** Former name of About.com.

**MIP (mobile internet provider)** ISPs dedicated to providing wireless service.

**MIPS (millions of instructions per second)** A measurement of the relative speed of a mainframe computer.

**Mirror site** A shadow duplicate copy of a web site at a separate url. This allows websites to spread out the resource load on a server. Mirror sites are difficult to get indexed properly by search engine. Search engines view the multiple duplicate pages as spamming.

**MIS** Abbreviation for management information systems. This term is used in

many companies to refer to the data processing staff that runs the central company mainframe computer.

**Misredemption** The illegal redemption of coupons by persons who have not purchased the product.

**Missionary sales** A type of sales position where the emphasis is on performing supportive and services rather than generating or taking orders.

**Misspellings** Intentionally making a spelling mistake in meta keywords or meta tags to catch search engine users who also misspell words when searching.

**Mnemonics** Devices (such as a location, key word, story, acronym, or rhyme) to help people associate a new item with a previously known item.

**Mobile advertising report generator (MARG)** A methodology developed by TAB for facilitating the estimate of the number of people likely to see an advertisement on the side of a truck.

**Mobile billboards** There are four (4) types of mobile billboards. (1) "A" frame mobile billboards,

(2) Tri-vision mobile billboard trucks,

(3) Video TV mobile trucks,

(4) Elevating mobile billboards.

**Mock double truck** A two page editorial or advertisement that does not include the gutter.

**Mockup** A scale-dimensional display model used in planning.

**Modeling** A statistical technique whereby you determine which pieces of data in your customer database explains the

behavior of your customers. The output of a model is a series of weights which can be multiplied by customer data (income, age, length of residence) to create a score which predicts likelihood to respond to an offer.

**Modem** A contraction for “modulation/demodulation,” it is the device that converts a digital bit stream into an analog signal (and Back again) so computers can communicate across phone lines.

**Modem speeds** The speed at which one connects to the Internet through his/her computer’s modem. There are dial-up and cable modems. The dial-up modem speeds include 14.4, 28.8, 33.6, 56K and ISDN. Cable modem speeds range between 500 K and 2.5 Mbps. T1 and T3 are high-speed connections that do not require a modem.

**Moderator** At a forum, someone entrusted by the administrator to help discussions stay productive and within the guidelines.

**Modified re-buy purchase** A new task purchase that is changed when it is re-ordered or the requirements associated with a straight re-buy purchase are modified.

**Module** Part of the Web pages that are the same from channel to channel, or from app to app. An instance of a module would be the navigation module on all of the channel and directory pages.

**Moiré** Undesirable pattern that occurs when two or more halftone screen patterns are photocopied at incorrect angles and then printed one over another.

**Molecular marketing** A company’s use of many small elements in a broad marketing

campaign that the consumer links together to identify the brand. Ballantine’s scotch whisky, for instance, has been associating its name with rock concerts, sport and fashion. This subtly builds “awareness profile” among the hard-to-reach, advertising-weary under-35s - and has been scientifically proven to sell more whisky.

**Money refunds** A specific amount of money mailed to customers who submit proof of purchase.

**Monitor** A check of the appearance, time, and length or unit size of commercials in broadcast or ads in print.

**Monopole** Type of poster site which consists of a pole-shaped structure; this type of site often rotates, for added impact.

**Mosaic** Developed by NCSA, the National Center for Supercomputing Applications at the University of Illinois in Urbana, this is the breakthrough browser that revolutionized the internet. It brought clickability and graphics to a hard-to-navigate, text-heavy information system and made the web – and its vast commercial possibilities – a reality.

**Motivation research** Used to investigate the psychological reasons why individuals buy specific types of merchandise, or why they respond to specific advertising appeals, to determine the base of brand choices and product preferences.

**Motive** An internal, energy giving force that directs a person’s activities towards satisfying a need or achieving a goal.

**Mouseover** The process by which a user places his/her mouse over a media object,

without clicking. The mouse may need to remain still for a specified amount of time to initiate some actions.

**MP3** A computer file format that compresses audio files by a factor of 12 from a .wav file.

**MPEG** (1) the file format that is used to compress and transmit movies or video clips online;

(2) standards set by the Motion Picture Exports Group for video media.

**MRC (media rating council)** A non-profit trade association dedicated to assuring valid, reliable and effective syndicated audience research. The MRC performs audits of Internet measurements as well as traditional media measurements.

**MRI (mediamark research, inc)** Is a nationwide survey organization that distributes consumer purchase behavior data.

**MRR (monthly rental rate)** (MRR) Is the rate at which a given number of impressions over the period of a month are sold at.

**MSN** Search engine located at [www.msn.com](http://www.msn.com).

**Multi buyer** A person who crops up on two or more independent rented lists. Multi-buyers usually respond better to a direct offer than other buyers.

**Multi camera angle or individualized television** A technology that allows viewers to control camera angles during live events, select which commercials they want to watch, and generally control a selection of choices content producers provide as part of the broadcast. E-

commerce and interaction with those commercials is possible. In the backend, servers collect choice information and offer viewers further selections based on those choices.

**Multi link ads** A Flash or HTML formatted ad that can deliver the user to multiple destinations within a client's site (i.e. highlighting specific products or search areas).

**Multi titles** Another old defunct trick where authors would double up the titles in a page to increase search engine relevancy.

**Multiattribute attitude model** A model of attitudes that views an individual's evaluation of an object as being a function of the beliefs that he or she has toward the object on various attributes and the importance of these attributes.

**Multimagazine deals** Arrangements whereby two or more publishers offer advertisers the opportunity to buy space in their magazines with one single media buy.

**Multiple buying influences** The idea that a number of different individuals may influence the purchase process for a product or service within an organization.

**Multiple facing** An outdoor advertising location where there are two or more displays facing the same direction within 25 feet of each other.

**Multiple keyword tags** Using two or three keyword META tags to increase the relevancy of a page. This technique is considered spam by most search engines and should be avoided.

**Multiple regression** A statistical technique used in modeling whereby you develop a formula which explains the relationship between several variables in explaining customer behavior.

**Multiple system operator (MSO)** A company that operates more than one cable TV system. Companies such as

Comcast and Time Warner Cable are examples of MSOs.

**Multiplex** Large cinema complex, typically offering a dozen or more screen choices, together with other forms of entertainment.

**Music** Composer or performer of the music heard in the advertisement.





# N

**N.V.O.D.** Near video on demand.

**NAA** Newspaper association of america.

**NAB (national association of broadcasters)**

An association whose membership is largely composed of radio and television stations.

**Nab code** A self-regulating set of rules concerning broadcast practices put forth by the National Association of Broadcasters and voluntarily accepted by code subscribers.

**NAD (national advertising division)** Of the Council of better business bureaus. This organization serves as a major self-regulatory mechanism for advertising.

**NAI (network advertising initiative)** A cooperative group of network advertisers which has developed a set of privacy principles in conjunction with the Federal Trade Commission. The NAI provides consumers with explanations of Internet advertising practices and how they affect both consumers and the Internet.

**NARB (national advertising review board)**

Of the Council of better business bureaus. When an alleged problem arises with an

advertisement, and a satisfactory solution is not obtained via the NAD, above, the NARB acts in the capacity of an appeals board. It reviews the decision of the NAD, and passes judgment on it.

**Narrowcasting** Using a broadcast medium to appeal to audiences with special interests. For example, a specialist computing channel would be a narrowcast, because it appeals to an audience with a specific interest.

**National** A commercial running throughout the country.

**National advertising** Advertising done by a company on a nationwide basis or in most regions of the country and targeted to the ultimate consumer market.

**National advertising review council (NARC)** An organization founded by the Council of Better Business Bureaus and various advertising industry groups to promote high standards of truth, accuracy, morality, and social responsibility in national advertising.

**National association of attorneys general** An organization consisting of state

attorneys general that is involved in the regulation of advertising and other business practices.

**National brand** A nationally distributed product brand name. May also be distributed regionally or locally.

**National spot** All nonnetwork advertising done by a national advertiser in local markets.

**Navigation** That which facilitates movement from one Web page to another Web page.

**NCOA (national change of address)** A U.S. Postal Service system under which about twenty service bureaus nationwide have exclusive use of the change of address forms filed by persons or businesses who are moving. These forms are keypunched, and can be used by the service bureau to update your tape of prospects to obtain their correct current address. A worthwhile service for mailers.

**Near pack (near pack premium)** An item offered free or at a discount with the purchase of another product. The item can be positioned close to but may not touch the purchased product. A type of product promotion.

**Negative** Developed film that contains an image that has reversed shadows and light areas.

**Negative keyword** Negative keywords allow you to eliminate searches that you know are not related to your message. If you add the negative keyword “-table” to your keyword “tennis shoes,” your ad will not appear when a user searches on “table tennis shoes.” Negative keywords should be used with caution, as they can eliminate a large portion of a desired audience if applied incorrectly.

**Negotiated commission** A method of compensating advertising agencies whereby the client and agency negotiate the commission structure rather than relying on the traditional 15 percent media commission.

**Net coverage** is the number or percentage of the target audience who see or hear it, eg in the example above, if only 8,000 of the audience universe had actually registered the 40,000 impressions, net coverage would be 8,000 or 80%.

**Net cost** The costs associated with services rendered by an advertising agency excluding the agency commission.

**Netfind** Online America’s search engine.

**Net monthly circulation** The number of unique Web users in the panel that visited the site over the course of the reporting period, expressed as a percentage of the in-tab.

**Net names** The actual names used in a mailing, after removing the duplicates and matches to your customer list. In some cases, you can rent names on a net-name basis.

**Net reach** The number of different (unduplicated) persons or households exposed to a specific media vehicle or schedule at least once, usually measured over a specific period of time.

**Net TV** Televisions which have the ability to dial up to the Internet. Often, a manufacturer has integrated or offers a special set-top which permits the viewer to connect online over telephone wires.

**Net unduplicated audience** The combined cumulative audience exposed to an advertisement.

**Netiquette** A term that is used to describe the do's and don'ts of online behavior. There are books out about it.

**Netizens** People who frequent the world wide web, newsgroups, and discussion lists. They understand how everything works and what all these words and abbreviations mean.

**Network** A national or regional group of affiliated broadcast stations contractually bound to distribute radio or television programs for simultaneous transmission.

**Network feed** The system of lines and/or microwave transmitters which carry a network signal to various regions and local stations.

**Network option time** Programming time the network controls on each of its affiliate stations. Also referred to as network time.

**Neural network** A type of modeling software on a PC which permits a marketer to determine the weights that should be applied to a large number of variables to predict the response or purchases by a target audience.

**Newbie** A term to describe anyone new to an area, whether it be a particular forum online or the Internet.

**Newhoo** Former name of the Open Directory Project.

**New incompetence, the** A popular ad-industry trend, in which an amateurish, sloppy image is used to sell products ranging from Embassy Regal cigarettes to the Big Breakfast. Numbed by slick professionalism, it's claimed, the punters warm to tasteless or deliberately shoddy ads that make them feel less threatened. Also known as downmarketism.

**New season** In television, "the broadcast year" which is ushered in during the Fall with new program introduction and new episodes of returning series.

**New task purchase** An organisation's initial purchase of an item to be used to perform a new job or to solve a new problem.

**News bots** Computer programs that customize portal sites with the information you're most interested in and sends you customized email with the latest updates depending on the way you answer a few questions. They're the simplest bots.

**News hole** Amount of space for news, features, photographs and graphics.

**Newsgroup** A discussion group on Usenet devoted to talking about a specific topic. Currently, there are over 15,000 newsgroups. Also called usenets, newsgroups consist of messages posted on electronic bulletin boards. Each board has a theme, and there are tens of thousands of newsgroups concerning every imaginable topic. Many of them cover professional subjects and societies and are rich sources of business information; others are junk and contain little but mindless drivel.

**Newsprint** A soft, course wood pulp paper used in printing newspapers.

**Niche** That part of the market consisting of those people most likely to be interested in a product or service you are selling. Often referred to as one's target market.

**Niche market** A way of finding a special product that appealed to only one group, and selling that product very profitably only to that group, ignored by others.

**Nielsen rating** A measurement of the percentage of U.S. television households tuned to a network program for a minute of its telecast.

**Nielsen, A.C.** A media research company that surveys the viewing levels of all TV stations in all markets in the United States and issues reports at least four times a year for each market.

**Nixie** A direct mail letter which has been returned to the sender because the address was wrong. Also, any undelivered piece of mail. Nixies are used to correct a list.

**Noise** Extraneous factors that create unplanned distortion or interference in the communication process.

**Noise levels** Advertising weight levels.

**Non causal arguments** Arguments that do not explain the reasons why something happens.

**Non commercial advertising** Radio and television advertising that is designed to educate and promote ideas or institutions, e.g., public service announcements. Non-commercial advertising is sponsored by or for a charitable institution or civic group or religious or political organization. Many noncommercial advertisements seek money and placed in the hope of raising funds. Others hope to change consumer behavior. So the main goals of noncommercial advertising are:

- Stimulate inquires for information
- Popularize social cause
- Change activity habits
- Decrease waste of resources
- Communicate political viewpoint

- Improve public attitude
- Remind people to give again.

So called word-of-mouth advertising is a person to person communication that is perceived as being noncommercial, concerning goods or services: it is face-to-face product related communications between and among the friends, relatives and others. Because it is noncommercial, it is usually seen as being an unbiased source of information.

**Non compensatory integration strategies**

Types of decision rules used to evaluate alternatives that do not allow negative evaluation or performance on a particular attribute to be compensated for by positive evaluation or performance on some other attribute.

**Non franchise building promotions** Sales promotion activity that are designed to accelerate the purchase decision process and generate an immediate increase in sales but do little or nothing to communicate information about a brand and contribute to its identity and image.

**Non measured media** A term commonly used in the advertising industry to describe support media.

**Non personal channels** Channels of communication that carry a message without involving interpersonal contact between sender and receiver. Nonpersonal channels are often referred to as mass media.

**Non price competition** A strategy of using factors other than price, such as advertising or product differentiation, as a basis for competition.

**Non qualifying page impressions** Page impressions which should be excluded

from traffic or measurement reports, such as unsuccessful transfers of requested documents, successful transfers of requested documents to a robot or spider, and/or pages in a frame set.

**Non registered user** Someone who visits a Web site and elects not to, or is not required to, provide certain information, and hence may be denied access to part(s) of the site.

**Non targeted ads** Opposite of targeting ads.

**Non traditional media** A term commonly used in the advertising industry to describe support media.

**Northern light** A large search engine. Some services on this search engine are pay-for-play. At one point, Northern Light was

one of the highest volume SE's, but its fortunes have faded away. Northern Light is the only search engine to ban other meta search engines from searching its database.

**Novelties** Free items, such as calendars, letter openers, mugs or buttons, bearing an advertiser's logo — also referred to as advertising specialties. The purpose of such novelties is to keep the advertiser's name in front of its audience over time.

**Nth name** A software system whereby you can pick every 3rd or 4th or 250th name out of a file to use as a valid test of the file. To test a file of 400,000 with a test mailing of 40,000, you would pick every 10th name.







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**O.T.H. or O.T.S. (opportunity to hear or opportunity to see)** One exposure to an advertisement message.

However, the expression is most often used in combination with adjectives such as 'average' and 'gross'. 'Gross O.T.S' or 'gross O.T.H.' is an expression of the total number of exposures to a campaign. 'Average O.T.H.' or 'average O.T.S.' is calculated by dividing the gross number of exposures (or gross O.T.S.) to a campaign by the net number of the target group (net coverage) exposed to it.

**Obfuscation** The act of misrepresenting meta tags or content. The user is presented with a page that looks normal, but it is not the page submitted to search engines. This is similar to cloaking or stealth pages, but it further protects the code by giving code stealers a micky page. The page often looks normal, but there will be something wrong with it to cause it to rank low on search engines (things like bad keyword density or meta tag errors). When someone steals a high ranking page like this and installs it on their own server, they will never get the rankings the real page gets.

**Objective** A quantifiable statement of a desired program achievement necessary to reach a program goal.

**Objective and task** Method of setting media budgets based on the cost of achieving the designated goals.

**Objective and task approach** A technique for determining an advertising budget that involves determining campaign objectives and then attempting to list the tasks required to accomplish them.

**Objective and task method** A build-up approach to budget setting involving a three-step process: (1) determining objectives,

(2) determining the strategies and tasks required to attain these objectives, and

(3) estimating the costs associated with these strategies and tasks.

**Observation methods** Methods by which researchers record respondents' overt behaviour and take note of physical conditions and events.

**Off card** Refers to advertising time sold at a rate that does not appear on the rate card.

- Off network syndication** Returns of network shows bought by individual stations.
- Off page criteria** When a search engine ranks pages by using data that is not present on the web page itself. This could be the presence of a directory listing, or the number and quality of inbound links to a page.
- Off peak** Any airtime which is not peak airtime.
- Off site measurement** When a site forwards its log files to an off-site Web research service for analysis.
- Off site optimization** Optimizing factors such as domain name, link popularity, and link reputation that cannot be changed through modifications in the HTML code.
- Offensive spending** An advertising spending strategy designed to attract new consumers (such as current users of a rival brand) or to interfere with competitive activity.
- Offer** What you are offering in your direct mail: 10 for only \$19.95.
- Offline** An offline database is kept on magnetic tape or cartridge. You cannot call up a record instantly from an offline database.
- Offset** A form of printing in which the ink is transferred from a planographic printing plate (a plate having no raised surfaces) to a rubber blanket and subsequently to the paper. Also referred to as lithography.
- Offset lithography** A planographic printing process. A photographic image from a printing plate is transferred to a rubber blanket, which, in turn, transfers or prints the image onto the paper.
- On air tests** Testing the effectiveness of television commercials by inserting ads into actual TV program in certain test markets.
- On demand** An entertainment service that allows viewers instant access to content such as movies, cable series, original programs, educational programs, premium channels, news, sports, etc. Programming from content providers is delivered by consumer's cable company and may be free, subscription-based, or paid for on a transactional basis. With On Demand service, consumers can control what they watch and when, with features such as play, pause, fast-forward, rewind and stop. Preferred to VoD.
- Online** An online database is one in which all the customer records can be called up on your screen instantly when you want them. Online databases are kept on disk. The opposite of online is offline (or batch) which usually means that the database is kept on magnetic tape.
- Online service** A business that provides its subscribers with a wide variety of data transmitted over telecommunications lines. Online services provide an infrastructure in which subscribers can communicate with one another, either by exchanging email messages or by participating in online conferences (forums). In addition, the service can connect users with an almost unlimited number of third-party information providers. Subscribers can get up-to-date stock quotes, news stories hot off the wire,

articles from many magazines and journals, in fact, almost any information that has been put in electronic form.

**On pack (on pack premium)** Used to promote sales of a product. Discount coupons or gifts that are attached to or accompany the product to be purchased.

**On pack offers** Communications with customers by making an offer on the package that they purchase.

**On site computer interviewing** A survey method that requires respondents to complete a self-administered questionnaire displayed on a computer monitor. **On site measurement** When a server has an appropriate software program to measure and analyze traffic received on its own site.

**On site optimization** Optimizing by modifying page source code factors such as keyword frequency, keyword prominence, title, meta tags, body copy, alt-tags, navigation, etc.

**One sheet poster (non transit)** Poster panel placed near the entrances of point-of-sale locations.

**One sided message** Communications in which only positive attributes or benefits of a product or service are presented.

**One step approach** A direct-marketing strategy in which the medium is used directly to obtain an order (for example, television direct-response ads).

**OPA (online privacy alliance)** A group of corporations and associations who have come together to introduce and promote business-wide actions that create an environment of trust and foster the protection of individuals' privacy online.

**Open end** (1) Time left at the end of a commercial or program which is provided for the use of local advertising or station identification.

(2) A radio or television program with no specific time to end.

**Open rate** In print advertising, the highest rate from which all discounts are computed.

**Open rate structure** A rate charged by newspapers in which discounts are available based on frequency or bulk purchases of space.

**Open source** Open source software is software that is released with source code. People are allowed to make derivative works from open source software as long as it is released under the same open source agreement.

**Operant conditioning (instrumental conditioning)** A learning theory that views the probability of a behavior as being dependent on the outcomes or consequences associated with it.

**Opinion leader** The member of a reference group who provides information about a specific sphere of interest to reference group participants seeking information.

**Opt in/opt out** An email marketing promotion that typically gives consumers an opportunity to "opt in" (taking action to be part of the promotion) or to "opt out" (taking action to not be part of the promotion). Marketers can be sensitive about the distinction, although many are secretly anxious about the day when email, like real-world direct mail, becomes an opt-out medium.

**Opt in e mail** Opt-in e-mail is e-mail containing information or advertising that

users explicitly request (opt) to receive. Typically, a Web site invites its visitors to fill out forms identifying subject or product categories that interest them and about which they are willing to receive e-mail from anyone who might send it. The Web site sells the names (with explicit or implicit permission from their visitors) to a company that specializes in collecting mailing lists that represent different interests. Whenever the mailing list company sells its lists to advertisers, the Web site is paid a small amount for each name that it generated for the list. You can sometimes identify opt-in e-mail because it starts with a statement that tells you that you have previously agreed to receive such messages.

**Opticals** Visual effects used to instill interest as well as portray mood and continuity in a commercial. Examples include dissolves, cross fades, and montages.

**Optimal placement** A recommendation on where or when an ad should be placed. Recommendations are based on an ad's target audience, key message, etc. and the audience that is reached by the recommended TV show, billboard location, etc.

**Orbit** A scheduling arrangement in which a station will rotate and advertisement among different program vehicles.

**Order getters** Employees who increase a company's sales by selling to new customers and by increasing sales to existing customers.

**Order takers** Employees who ensure that repeat customers have sufficient quantities of products when and where they are needed in order to maintain and perpetuate ongoing relationships.

**Order taking** A personal selling responsibility in which the salesperson's primary responsibility is taking the order.

**Organic listings** Listings that search engines do not sell (unlike paid listings). Instead, sites appear solely because a search engine has deemed it editorially important for them to be included, regardless of payment. Paid inclusion content is also often considered "organic" even though it is paid for. This is because that content usually appears intermixed with unpaid organic results.

**Organisational factors** Include the buyer's objectives, purchasing policies and resources, as well as the size and composition of its buying centre.

**Organisational (or industrial) market** Individuals or groups that purchase a specific type of product for re-sale, for use in making other products or for use in daily operations.

**OTO (one time only)** A spot which is ordered in a particular time period for a particular day (or week) and which is not scheduled for the same time period in subsequent weeks of a flight.

**OTS (opportunity to see)** Same as page display - when a page is successfully displayed on the user's computer screen.

**OTS/H** Term used to describe the opportunity to see/hear (OTS/H) an advertisement.

**Out of home advertising** Inclusive term that refers to a wide array of advertising vehicles designed to reach the consumer outside the home, including outdoor, transit, bus shelters, bus benches, aerials, airports, in-flight, in-store, movies, college

campus/high schools, hotels, shopping malls, sport facilities, stadiums, taxis, telephone kiosks, trucks, truck stops, and other specialized media. Out-of-home advertising (also referred to as OOH) is essentially all type of advertising that tries to reach the consumer while he or she is not at home. In negative terms: it is neither broadcast, nor print, nor internet advertising. OOH is placed on public property or semi-public property (such as restaurants or subways), or can clearly be made out from there. The most common type of OOH is the billboard. OOH encompasses outdoor advertising but extends to the indoors as well (such as ads in restrooms). If a private property owner wants to sell a location to one of the outdoor or indoor advertising networks ('media sellers') he or she directly approaches the company. A media seller may also approach the owner of an interesting property and make a bid. If an agreement is signed, the media seller erects the necessary hardware for displaying the ads and rents out the space to the clients. The world's largest media sellers are Viacom Outdoor and Clear Channel Outdoor, both of which also own significant shares of other media such as TV and radio stations.

**Outbound links** Links on a particular web page leading to other web pages, whether they are within the same web site or other web sites.

**Outdoor** Display advertising (billboards, posters), located out-of-doors along highways, on rooftops and walls, at bus stops, etc.

**Outdoor advertising** Any outdoor sign that publicly promotes a product or service, such as billboards, movie kiosks, etc.

**Outer wrap** An advertising message that is printed on the plastic bag which wraps the entire newspaper. An advertiser may also distribute lightweight items (such as a CD) to all home-delivery subscribers via the Outer Wrap.

**Outgoing link** A link to a site outside of site.

**Output resolution** The dots per inch (dpi) of the output device (high-end imagesetters can support various resolutions). The higher the screen frequency, the higher is the output resolution required to maintain 256 shades of gray.

**Outset** Advertisement sales material which is attached to and encompasses the outer covers of a press publication.

**Outside posters** Outdoor transit posters appearing on buses, taxis, trains, subways, and trolley cars.

**Outsourcing** The process of having various database functions handled by external service bureaus. Typically, functions are outsourced to direct response agencies, computer service bureaus, data entry houses, mailshops, fulfillment houses, telemarketing companies.

**Overlay** A transparent or opaque covering used to protect designs or layouts in the form of separate transparent prints that combine to form a finished design or graphic.

**Overlaid data** A process whereby a customer file has data appended to it (such as age, income, home value) from some external data file.

**Overnights** Television rating estimates, available within a day of broadcast, drawn from households in metered markets.



**Overprinting** Printing one subtractive primary ink over another, producing positive images on a screen background.

**Overruns** Additional copies of a publication or other printed material that are produced in excess of those needed for distribution. Overruns are typically produced to meet additional needs or unexpected demand, or sometimes in the context of compensation.

**Overture** Formmery known as Overture and originally known as GoTo was acquired by Yahoo and represents Yahoo Search Marketing and is the most widely used pay per click search engine. Overture supplies results for some of the most popular search engines and search portals, including AltaVista, GO, HotBot, iWon, Lycos, MSN Search and others.



# P

**POP** Abbreviation for “point-of-purchase.” Generally refers to display or packaging material that is aimed at encouraging sales by consumers at retail outlets.

**P.B.R. (payment by results)** Typically used, for instance, in connection with DRTV campaigns.

**P.P.V.** Pay per view.

**P3P (platform for privacy preferences project)** Browser feature that will analyze privacy policies and allow a user to control their privacy needs.

**Package** (1) A combination of programs or commercials offered by a network that is available for purchase by advertisers either singly or as a discounted package deal.

(2) A merchandise enclosure or container.

**Package enclosure** Same as In-pack premium, above.

**Package insert** Separate advertising material included in merchandise packages that advertises goods or services; also referred to as Package Stuffer.

**Packaging design** The layout of graphic and text elements of a product enclosure or container. A good package design will also act as a dynamic point-of-purchase display at the distribution point.

**Packet sniffing** An analysis method that monitors network packets (pieces of data) in real time as they make their way to the Web server.

**PACT (positioning advertising copy testing)** A set of principles endorsed by 21 of the largest US ad agencies aimed at improving the research used in preparing and testing ads, providing a better creative product for clients, and controlling the cost of TV commercials.

**Page** All Web sites are a collection of electronic “pages.” Each Web page is a document formatted in HTML (Hypertext Markup Language) that contains text, images or media objects such as RealAudio player files, QuickTime videos or Java applets. The “home page” is typically a visitor’s first point of entry and features a site index. Pages can be static or dynamically generated. All frames and

frame parent documents are counted as pages.

**Page display** When a page is successfully displayed on the user's computer screen.

**Page dominance** Extent to which a press advertisement fills a page.

**Page impression** A measurement of responses from a Web server to a page request from the user's browser, which is filtered from robotic activity and error codes, and is recorded at a point as close as possible to the opportunity to see the page by the user.

**Page jacking** When someone steals a web page and places it on their own site.

**Page layout** (1) An indication of what the finished page of a print ad will look like ; (2) Involves decisions as to how the various components of headline, illustration, copy, and identification marks are to be arranged and positioned on the page (BMA).

**Page rank** A method developed and patented by Stanford University and Larry Page (cofounder of Google) to rank search engine results. PageRank gives a unique ranking to every page on the internet. The ranking number is based on the number and quality of inbound links pointing at a page.

**Page request** The opportunity for an HTML document to be appear in a browser window as a direct result of a visitors interaction with a Web site (IAB). The page request is for a browser to "get" a page from a site and this request is recorded by the server log.

**Page traffic** May be used either formally, as in a researched measurement of the

percentage of a group who claim to have seen a particular page, or, informally, an expression used in connection with estimates of the number of readers of a particular page.

**Page unit** Most magazine advertisements are sold in page units rather than in columns and inches. There are rates for a full page, half page, one-third page, one-sixth page, etc.

**Page views or page deliveries** Number of times a user requests a page that may contain a particular ad. Indicative of the number of times an ad was potentially seen, or "gross impressions." Page views may overstate ad impressions if users choose to turn off graphics (often done to speed browsing).

**Pagerank** It measures the importance of a page for a search engine.

**Pagination** The process of producing camera-ready pages entirely on a computer, minimizing or eliminating the need for paste-up.

**Paid advertising or paid media** Ads that you pay to place in any medium. Because they are paid, the advertiser controls the placement and content of messages, making them very useful in targeting specific audience segments.

**Paid inclusion** Advertising program where pages are guaranteed to be included in a search engine's index in exchange for payment, though no guarantee of ranking well is typically given. For example, Looksmart is a directory that lists pages and sites, not based on position but based on relevance. Marketers pay to be included in the directory, on a CPC basis or per-URL fee basis, with no guarantee of specific placement.

**Paid listings** Listings that search engines sell to advertisers, usually through paid placement or paid inclusion programs. In contrast, organic listings are not sold.

**Paid placement** Advertising program where listings are guaranteed to appear in response to particular search terms, with higher ranking typically obtained by paying more than other advertisers. Paid placement listings can be purchased from a portal or a search network. Search networks are often set up in an auction environment where keywords and phrases are associated with a cost-per-click (CPC) fee. Overture and Google are the largest networks, but MSN and other portals sometimes sell paid placement listings directly as well. Portal sponsorships are also a type of paid placement.

**Painted bulletin** A freestanding steel or wooden structure, approximately 50' wide by 15' high, with molding around the outer edges similar to a poster panel, and including a hand painted copy message. Bulletins are generally found near highways or roofs of buildings in high traffic areas.

**Painted wall** Advertising message painted on the side of a building. Permanent Bulletin- A display which remains in one place for the entire term of an advertiser's contract.

**Panels** This includes regular and illuminated types of outdoor advertising. A regular panel is only seen during the daytime, while an illuminated panel is seen also from dusk until dawn.

**Pantone matching system (PMS)** A system that precisely characterizes a color, so that a color can be matched, even by different printers. By knowing the Pantone color

specifications, a printer does not even need to see a sample of the color in order to match it.

**Paradigms** Brands exist as part of a web of meanings, and these can shift over time (Myers cites the example of a brand of kitchen goods sold in the 1950s known as Radiation). Brands will change their associated meanings as the paradigms shift.

**Parent banner** Initial banner shown on page, usually meant to keep the audience's attention while the remaining part of the banner is downloading.

**Parity products** Product categories where the several brands within that category possess functionally equivalent attributes, making one brand a satisfactory substitute for most other brands in that category.

**Parody** Mocking imitation of a style or well-known work.

**Participation** A television program sponsorship pattern in which a number of advertisers are rotated through segments of the program. A "participating" sponsor has no program content or station lineup control. Usually, their sponsorship commitment is limited to a relatively short period.

**Pass along rate** An estimate of the number of readers of a magazine in addition to the original subscriber or purchaser.

**Pass on readership** Readers who become familiar with a publication without having purchased it (purchaser-readers are called 'primary readers').

These readers are taken into account when calculating the total number of readers of a publication.

**Pass-along rate** The percentage of people who pass on a message or file.

**Pass-along readers** A reader which becomes familiar with a publication without the purchase of a publication. These readers are taken into account when calculating the total number of readers of a publication.

**Passive banner** A banner that is simply meant to be viewed without the intention for an immediate response. It is the opposite of a call to action banner.

**Password** A group of letters and/or numbers which allow a unique user access to a secured Web site and/or a secure area of a Web site.

**Past** Heritage is an important part of brand identity, especially when the brand has been around for a long time (Pears Soap) and is associated with a particular culture. By evoking the past, a whole range of connotative meanings can be attached to a brand as well as depicting it as long-established and reliable

**Paste up** A camera-ready layout of illustrative and type material which is configured in the proper position on paperboard and is used for reproductive purposes.

**Patronage motives** Those motives that influence where a person purchases products on a regular basis.

**Pattern advertising** Advertising that follow a basic global approach although themes, copy, and sometimes even visual elements may be adjusted.

**Pay cable** Also known as Premium Cable. Refers to channels, such as HBO, available for an extra fee at the discretion of cable TV subscribers.

**Pay for performance** Term popularized by some search engines as a synonym for pay-per-click, stressing to advertisers that they are only paying for ads that "perform" in terms of delivering traffic, as opposed to CPM-based ads, where ads cost money, even if they don't generate a click.

**Pay per click** An advertising pricing model in which advertisers pay agencies based on how many consumers clicked on a promotion. Condemned by advertisers and agencies alike for its many marketing vagaries and technical loopholes. Pay per click, or PPC, is an advertising technique used on websites, advertising networks, and search engines.

With search engines, pay per click advertisements are usually text ads placed near search results; when a site visitor clicks on the advertisement, the advertiser is charged a small amount. Variants include pay for placement and pay for ranking. Pay per click is also sometimes known as Cost Per Click (CPC).

While many companies exist in this space, Google Adwords and Yahoo! Search Marketing, which was formerly Overture, are the largest network operators as of 2006. MSN has started beta testing with their own PPC services MSN adCenter. Depending on the search engine, minimum prices per click start at US\$0.01 (up to US\$0.50). Very popular search terms can cost much more on popular engines. Abuse of the pay per click model can result in click fraud. Click fraud is usually not detected very well by smaller PPC engines.

PPC engines can be categorized in "Keyword", "Product", "Service"



engines. However, a number of companies may fall in two or more categories. More models are continually being developed.

Advertisers using these bid on “keywords”, which can be words or phrases, and can include product model numbers. When a user searches for a particular word or phrase, the list of advertiser links appears in order of bidding.

Notable PPC Keyword search engines include: Google AdWords, Yahoo! Search Marketing, GaZabo.com, Miva, which was formerly FindWhat, SearchFeed, Enhance, GoClick, 7Search, Kanoodle, ePilot, Search123, Kazazz, Pricethat, Search FAST and others.

An industry of professional services firms that can assist advertisers in marketing their products and services on search engines has also developed. “Product” engines let advertisers provide “feeds” of their product databases and when users search for a product, the links to the different advertisers for that particular product appear, giving more prominence to advertisers who pay more, but letting the user sort by price to see the lowest priced product and then click on it to buy. These engines are also called Product comparison engines or Price comparison engines.

“Service” engines let advertisers provide feeds of their service databases and when users search for a service offering links to advertisers for that particular service appear, giving prominence to advertisers who pay more, but letting users sort their results by price or other methods. Some Product PPCs have expanded into the

service space while other service engines operate in specific verticals.

Similar to pay per click, pay per call is a business model for ad listings in search engines and directories that allows publishers to charge local advertisers on a per-call basis for each lead (call) they generate. The term “pay per call” is sometimes confused with “click to call” Click-to-call, along with call tracking, is a technology that enables the “pay-per-call” business model.

**Pay per click search engines** Search engines where web sites can bid for which placement they want.

Web site owners pay the search engines every time someone clicks on the link of the search engine. This way you only pay for actual visitors, not just for impressions.

**Pay per impression** An advertising pricing model in which advertisers pay based on how many users were served their ads.

**Pay per lead** An advertising pricing model in which advertisers pay for each “sales lead” generated. For example, an advertiser might pay for every visitor that clicked on an ad or site and successfully completed a form.

**Pay per sale** An advertising pricing model in which advertisers pay agencies based on how many consumers actually buy something as a direct result of the promotion. Despised by agencies for the wretched accountability it brings to their lives.

**Pay per view** Usually movies or special events that a cable subscriber specially requests to receive for a single fee added to the monthly cable bill.

**Payoff** The results of an advertising campaign. Motto Advertising guarantees that its clients will enjoy a strong payoff, or the agency will pay for the ads.

**Payout plan** A budgeting plan that determines the investment value of the advertising and promotion appropriation.

**Payout planning** Approach to advertising budgeting in which the dollars spent to advertise are represented as an investment toward sales and profits.

**PC (personal computer)** The versatile desktop workstation used for hundreds of applications. It can be used to access a marketing database resident on a mainframe.

**PCMCIA** An acronym meaning personal computer memory card industry association. many laptop computers use these devices as modems.

**PDF (portable document file)** Any text or image file saved in a format that is universally readable using Adobe Acrobat software on any operating system. It offers the advantages of capturing images and fonts so these elements do not need to be separately imported in order to view the document in its original layout. This makes file sharing easier across different computers, often including camera-ready files for publication. A translation format developed by Adobe used primarily for distributing files across a network, or on a Web site. Files with a .pdf extension have been created in another application and then translated into .pdf files so they can be viewed by anyone, regardless of platform.

**Peak time** TV rate card daypart/segment which defines the period of the

broadcasting day during which the highest rates will be charged. Also used as informal shorthand for evening time.

(Note peak audiences for radio are in the morning and the segment is known as 'prime time').

**Peg** A strong, memorable element of a press release or campaign; the hook.

**Penetration** The extent to which a newspaper advertisement reaches a particular audience. Usually expressed as a percentage of the total audience.

**Penetration ratio** Your customers as a percentage of the universe that defines your customers' type of household or business. "We had a penetration ratio in that zip code of 8%."

**People meter** An electronic device that automatically records a household's television viewing, including channels watched, number of minutes of viewing, and members of the household who are watching.

**Per inquiry** An agreement between a media representative and an advertiser in which all advertising fees are paid based on a percentage of all money received from an advertiser's sales or inquires.

**Per inquiry advertising** Direct-response advertising for which the cable network or system running the commercial is paid based on the number of responses received rather than the commercial time used.

**Perceived risk** A functional or psychosocial risk a consumer feels he/she is taking when purchasing a product.

**Perceived value** The value that a customer subjectively attaches to a brand or service.

The image or personality that differentiates one product from a virtually identical competitor often helps to create a perceived value.

**Percent of sales method** Method of determining the advertising budget based on an analysis of past sales, as well as a forecast for future sales.

**Percentage charges** The markups charged by advertising agencies for services provided to clients.

**Percentage of projected future sales method** A variation of the percentage of sales method of budget allocation in which projected future sales of the product.

**Percentage of sales approach** A budgeting technique that involves multiplying a company's past sales, plus a factor for planned sales growth or decline, by a standard percentage based on both what the business traditionally spends on advertising and what the industry averages.

**Perception** The process by which an individual receives, selects, organizes, and interprets information to create a meaningful picture of the world.

**Perceptual map** A "map" of perceptions of the positions of brands or products as perceived by consumers.

**Perfect bound** Binding process used in magazines where the spine of the publication is glued and flattened (also known as 'square bound'). The commonest alternative is the 'stapled' or 'saddle-stitched' binding method.

**Performance pricing model** An advertising model in which advertisers pay based on a set of agreed upon performance criteria,

such as a percentage of online revenues or delivery of new sales leads.

**Peripheral processing** Customers think about non-message based elements of the ads, such as whether the spokesperson is attractive or whether they like the music.

**Peripheral route to persuasion** In the elaboration likelihood model, one of two routes to persuasion in which the receiver is viewed as lacking the ability or motivation to process information and is not likely to be engaging in detailed cognitive processing.

**Perl** One of the main CGI programming languages. Perl features an easy to use syntax built from several common languages.

**Permission marketing** Refers to a marketing campaign when an individual has given a company permission to market its products and services, usually through e-mails, to the individual. Please refer to opt-in e-mail.

**Persistent cookie** A cookie which remains on the user's hard drive until the user erases it.

**Personal computer** The versatile desktop workstation used for hundreds of applications. It can be used to access a marketing database resident on a mainframe.

**Personal influencing factors** Factors unique to a particular individual.

**Personal interview survey** Face-to-face situation in which the researcher meets the consumer and questions him or her about a specific topic.

**Personal selling** Person-to-person communication in which the seller

attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act on an idea.

**Personality** All the internal traits and behaviours that make a person unique.

**Personalization** The process of including personal references in an outgoing mail piece such as "thank you for your order of Feb. 23 for six boxes of hard candy, Mrs. Williams." With laser letters, personalization does not cost more than non-personalized letters.

**Persuasion matrix** A communications planning model in which the stages of the response process (dependent variables) and the communications components (independent variables) are combined to demonstrate the likely effect that the independent variables will have on the dependent variables.

**Persuasion process** The process used by advertising to influence audience or prospect attitudes, especially purchase intent and product perception by appealing to reason or emotion.

**Persuasion testing** Measuring how a commercial will affect a consumer's likelihood to buy a product or service.

**Persuasive communication** A message intended to reinforce, modify, or change responses from others.

**Pester power** That sweet habit children seem to have of persuading parents to spend big bucks on specific brand names. It's what makes toy and fast-food commercials work so effectively, and the key is to appeal to parents through their children.

**Phantom** An illustration showing the exterior of an object as if it were transparent, while revealing interior detailing.

**Phased processing strategy** An information processing strategy in which more than one decision rule is applied during the purchase decision process.

**Phone kiosks** Displays affixed to pay phones.

**Photo animation** A process of creating animation through the use of still photographs.

**Photo boards** A set of still photographs made from a television commercial, accompanied by a script, to be kept as records by an agency or client.

**Photo composition** A method of setting type by using negatives of the characters of film or photographic paper rather than metal type slugs, also referred to as Cold type.

**Photo engraving** (1) The process of making letterpress printing plates by photochemical means.

(2) A picture printed from a plate made by this process.

**Photo opportunity** An event, sometimes staged, having visual appeal or interest for photographers and used as an opportunity to generate publicity. Political strategists spend long hours devising and arranging "photo ops" for their candidates.

**Photo platemaking** A process which converts original art material into printing plates that are required to print ads.

**Photostat** A type of high contrast photographic negative or positive in the form of paper. Also referred to as Stat.

**PHP** Hypertext preprocessor (file.PHP).

**Phrase match** Your ad appears when users search on the exact phrase and also when their search contains additional terms, as long as the keyword phrase is in exactly the same order. A phrase match for “tennis shoes” would include “red tennis shoes” but not “shoes for tennis.”

**PIB (publishers information bureau)** An organization that monitors and reports on advertising spending in major consumer magazines and Sunday supplement.

**Pica** (1) A unit of measurement for type specification and printing which measures width; 6 picas to one inch.

(2) A size of type, 12 points.

**Pick Up** An ad that had already been published and now is to be digitally or manually moved to a new page for repeat publication.

**Picture window** An ad layout in which the picture is placed at the top of the page, and the copy is placed below.

**PID (personal information destination)** There are millions of pages of information on the web, but if you are looking for a specific item, there is only one page – or very few – that contains exactly the information you need. That’s your PID. Think of it as a needle in a haystack.

**Piggyback** (1) A direct mail offer that is included free with another offer.

(2) Two commercials which are shown back-to-back by the same sponsor.

**PII (personally identifiable information)** Refers to information such as an individual’s name, mailing address, phone number or e-mail address.

**Pilot** An episode of a proposed TV series.

**PIN (personal identification number)** A group of numbers which allow a unique user access to a secured Web site and/or a secure area of a Web site.

**Pioneer advertising** The type of advertising that informs people about a product: what it is, what it does, how it can be used and where it can be purchased.

**PIT (page information transfer)** The successful transfer of the text of a Web page to a browser.

**Pitch** The presentation of an advertising message to a prospective or existing client.

**Pixel** Stands for picture element; the smallest dot you can draw on the screen. A pixel is also a location in video memory that corresponds to a point on the graphics screen when the viewing window includes that location. In a monochrome display, each pixel can be either black or white, so it can be represented by a bit; thus, the display is said to be a bit map. In color or grayscale displays, several bits in RAM may represent the image. In a high-resolution display, each pixel is represented by either two or four bits. Thus, the display is a pixel map instead of a bit map.

**Pizza** A marketing term for the basic product that customers can customise by adding any extras that make it appetising to them. It’s used mainly in the car industry to describe the standard car design which can have sunroofs, stereos or alloy wheels sprinkled on top.

**Planograms** A planning configuration of products that expose a group of respondents to a portfolio consisting of both control and test print ads.



**Plant** All of the outdoor advertising structures in a given city, town or area operated by an outdoor company or plant operator.

**Plant capacity** The number of #100 showings available in a plant. This is determined by dividing the total panels in a plant by the number of panels which make a #100 showing.

**Platform** The type of computer or operating system (OS) on which a software application is designed to operate on. Two computer platforms include PC & Macintosh while two software platforms include Windows & Unix.

**Plant operator** A company or individual who owns and operates out-of-home advertising.

**PLI (privacy leadership initiative)** A partnership of CEOs from 15 corporations and 9 business associations using research to create a climate of trust that will accelerate acceptance of the Internet and the emerging Information Economy, both online and offline, as a safe and secure marketplace.

**Plug** A favorable mention or a picture of a product in the non-advertising portion of a media presentation. Examples of plugs are a Cheerio's box visible on a breakfast table in a film, a character in a TV movie drinking a Coca-Cola, or James Bond driving a BMW.

**Plug in** A computer software program installed and used as part of a web browser. Once installed, plug-in applications are recognized by the browser and its function integrated into the main HTML file being presented.

**PMS (pantone matching system)** An internationally recognized system of denoting printing colors. The system provides accurate proportions of inks required to make a specific color, which is then given a PMS number. For example, PMS 259 is a deep purple and PMS 286 is French blue. PMS colors are generally used on sheet-fed presses, which can print more than four colors on a single sheet of paper in one pass.

**PNG** Portable network graphics (file.PNG).

**Point** (1) A small unit of measurement for type, equal to 1/72 of an inch.

(2) A small unit for measuring the thickness of paper, equaling 0.001 inch.

**Point of purchase (POP) displays** Advertising display material located at the retail store, usually placed in an area where payment is made, such as a check-out counter.

**Point of purchase advertising (P O P)** Signs, displays, and other techniques of attracting attention and promoting products at their location of sale. Motto Advertising specializes in creating innovative P-O-P advertising.

**Point of sale (P O S) materials** Enhancements designed to increase sales and introduce products, such as outside signs, window displays, counter pieces, display racks and self-service cartons.

**Pointroll** A rich media unit that provides an advertiser with multiple pages of space to communicate a message to consumers; consumers activate this unit by rolling their mouse over the ad unit.

**POP (point of presence)** POP is a service provider's location for connecting to users.

Generally, POPs refer to the location where people can dial into the provider's host computer. Most providers have several POP's to allow low-cost access via telephone lines.

**Pop behind** A type of advertisement that is automatically displayed in a second smaller browser window behind the current window upon loading or unloading a normal web page. Pop behind advertisements tend to cost advertisers more since their visibility is higher but are considered less annoying than pop ups by web site visitors.

**Pop under ad** A variation on the pop-up ad, this online ad displays in a new browser window behind the user's current browser window.

**Pop under banner** A non-user initiated window that appears behind the main content page.

**Pop up** A type of advertisement that is automatically displayed in a second smaller browser window upon loading or unloading a normal web page. Pop ups advertisements tend to cost advertisers more since their visibility is higher but are often considered annoying by web site visitors since they are considered obtrusive.

**Pop up ad, also Pop under ad** An ad that appears in a separate window above or beneath the user's current page. A pop-under ad is concealed until the top window is closed, moved, resized, or minimized. A pop-up ad is similar to a daughter window, but without an associated banner.

**Pop up banner** Another phrase that has the same meaning as "interstitial." Also known as a pop-up ad.

**Pop up transitional** Initiates play in a separate ad window during the transition between content pages. Continues while content is simultaneously being rendered. Depending primarily on line-speed, play of a transitional ad may finish before or after content rendering is completed.

**POP3 (post office protocol)** The common protocol used to connect with an email server.

**Popular** Socio-demographic term primarily applied to newspapers whose readership profile has a bias towards the C2, D and E social grade groupings.

**Population** All elements, units or individuals that are of interest to researchers for a specific study.

**Popunder** An ad that spawns a new browser window in the background. Mostly loathed by web surfers.

**Portal** A Web site or service that offers a broad array of resources and services, such as email, forums, search engines, and on-line shopping malls. The first Web portals were online services, such as AOL, that provided access to the Web, but by now most of the traditional search engines have transformed themselves into Web portals to attract and keep a larger audience. Also known as a "gateway to the Internet".

**Portfolio** A large, bound volume containing samples of past work and used by an agency or an artist to promote business.

**Position** Brands must occupy a specific position in the marketplace, not only in relation to other brands of the same product, but in relation to products that could be used under similar

circumstances (eg chinos vs jeans). Advertising helps position a brand - not necessarily as a market leader but as occupying a specific niche which is bought by a specific segment of the audience.

**Positioning statement** The key idea that encapsulates what a brand is intended to stand for in its target market's mind.

**Positioning strategy** A creative advertising strategy in which an advertiser implants in the consumer's mind a clear understanding of what the brand is and how it compares to competitive offerings.

**Post analysis** The rating delivery recap conducted after a television schedule has run. Based on station affidavits and latest available rating books.

**Post boomer** A member of that generation born after the post-second-world-war baby boom which, around the mid-1960s, went bust as the birth-rate fell. So advertisers decided we had entered the post-boomer age, in which, rather predictably, the buster would be the key to big spending.

**Post buy report** A report provided by broadcast stations to advertisers that identifies the exact times, dates, programs, and estimated dollar value of the airtime in which the advertiser's commercials were broadcast.

**Post ride** A market check of billboard locations with advertising copy in place.

**Postal pre sort** Sorting outgoing letters in a special way to take advantage of postal discounts.

**Post-campaign test or post-test** The evaluation of advertising effectiveness after a campaign .

**Postcoordination of terms** The use of 2 or more single words to describe a document. A page about herbal cures for common ailments, for example, could be indexed under "herbal", "cures" and "remedies". The search engine would then consider that document a match to a query like "alternative remedies".

**Poster** One of the earliest forms of advertising in which ads were placed on the posts dividing the area of a street between people and horse traffic. Posts were eventually made obsolete by curbs (Holme 1982), so advertisers began to put "posters" on walls. Posters were especially popular in England because of an English tax on newspapers and on advertising in newspapers.

**Poster panel** An outdoor billboard in which advertising is displayed on printed paper sheets rather than being painted. The most widely used form of outdoor advertising; standard size approximately 25' x 12' with the image printed on sections of 24 to 30 sheets.

**Poster sizes** The chart below provides the names and dimensions of the most popular poster sizes used in the UK.(Figure).

**Posting date** Date when a program is scheduled to begin.

**Posting instructions** Detailed information sent to the plant operator covering the display of a particular poster design. These instructions usually include as much marketing information as possible so that the seller can choose the panels which have the greatest efficiency in reaching the advertiser's target audience.

**Posting period** The display period that a 30 sheet or other poster panel is displayed. Typically 30 days.

**Posttests** Ad effectiveness measure that are taken after the ad has appeared in the marketplace.

**POTS (plain old telephone lines)** Unless you are reading this at a high-tech company or large corporation — which has ISDN or T1 lines — chances are you accessed over POTS, copper wires that transmit at about 28.8 Kbps. Which means surfing for you surfing is a fairly slow business.

**PPC search engine** In PPC search engines, the search results are determined by the bid on keywords by the advertiser.

**PR campaign** A period of PR activity involving several events and techniques but with definite start and end dates.

**PR event** A public relations event concerned with a specific purpose such as an open day or VIP visit.

**PR programme** An ongoing, lengthy duration, awareness building or awareness maintaining multi-technique PR activity.

**PR0** The search engine Google is based upon link counting. The more quality links that a website has, the better its “page rank” (PR). Page Rank values can range from 0 to 10. A site that has just started or been penalized by Google will have a PR of 0.

**Practices** Brands are used by consumers, and those uses may change over time, as the result of trends (the use of chewing gum by clubbers) or the result of marketing (shoes worn by divers or in the shower reinvented as streetwear).

**Pradvertising** How the marketing industry describes its latest ploy to get you thinking of, and then buying, the product: it’s the use of shock advertising to generate media chatter. Exemplified by Benetton and its pictures of Aids patients or baby births. Oops, there we go mentioning the product again.

**Pre caching** Storing advertising or content in a computer’s RAM or hard disk memory before it is displayed on the user’s screen, rather than at the time that it plays, to reduce delays in rendering.

**Pre-emptive multitasking** Sales process used principally in television advertising by which buyers can out-bid previous purchasers for a particular spot, according to the pre-empt rate card structure printed on the medium’s rate card, until the ‘top of the rate card’ level is reached.

Pre-emptive multitasking is a form of multitasking. To understand the concept, compare to cooperative multiprocessing, in which only the active task (also known as process) may initiate a context switch because the task has:

- (1) Completed processing.
- (2) Become blocked on a shared resource.
- (3) Yielded the processor to another, similarly cooperative, task.

In pre-emptive multitasking, the operating system kernel can also initiate a context switch to satisfy the scheduling policy’s priority constraint, thus pre-empting the active task. Pre-emptive multitasking is sometimes mistakenly used when the intended meaning is more specific, referring instead to the class of scheduling policies known as time-shared

scheduling, or time-sharing. Preemptive multitasking allows the computer system to more reliably guarantee each process a regular "slice" of operating time. It also allows the system to rapidly deal with important external events like incoming data, which might require the immediate attention of one or another process.

At any specific time, processes can be grouped into two categories: those that are waiting for input or output (called "I/O bound"), and those that are fully utilizing the CPU ("CPU bound"). In early systems, processes would often "poll", or "busywait" while waiting for requested input (such as disk, keyboard or network input). During this time, the process was not performing useful work, but still maintained complete control of the CPU. With the advent of interrupts and preemptive multitasking, these I/O bound processes could be "blocked", or put on hold, pending the arrival of the necessary data, allowing other processes to utilize the CPU. As the arrival of the requested data would generate an interrupt, blocked processes could be guaranteed a timely return to execution.

Although multitasking techniques were originally developed to allow multiple users to share a single machine, it soon became apparent that multitasking was useful regardless of the number of users. Many operating systems, from mainframes down to single-user personal computers, have recognized the usefulness of multitasking support for a variety of reasons. Multitasking makes it possible for a single user to run multiple applications at the same time, or to run "background" processes while retaining control of the computer.

In simple terms: Pre-emptive multitasking involves the use of a scheduler which hands out CPU time to various processes so that they can be performed simultaneously. Therefore all processes will get some amount of CPU time at any given time.

**Pre ride** Advertiser or agency drives around a market looking at all the possible locations for advertising and to select specific locations to use.

**Predictive model** A model which predicts the response to a promotion.

**Preemptible rate** A usually discounted rate for commercial time which is sold to an advertiser and is not guaranteed. Time may be sold to another advertiser who is willing to pay more; therefore, the advertiser buying this rate gambles to save money on the spot.

**Preemption** The cancellation of scheduled programming for replacement programming. Also, the cancellation of a scheduled spot by a station.

**Preferred position** A position in a printed publication that is thought to attract most reader attention and is sold at a higher rate; for example, the back cover of a magazine.

**Preferred position rate** A rate charged by newspapers that insures the advertiser the ad will appear in the position requested and/or in a specific section of the newspaper.

**Premium** Something offered for "free" or at a reduced price as an inducement to buy something else. Examples: "Buy a timeshare condo and receive a free television"... "Open a checking account and get a new toaster."



- Premium or push money** Additional compensation/remuneration provided to salespeople in order to push a line of goods
- Preprint** A page or section that is printed in advance of the actual publication date. It is later inserted into a particular issue or section of the paper. Preprints are often referred to as "FSI's", i.e. freestanding inserts.
- Preprinted inserts** Advertising distributed through newspapers that is not part of the newspaper itself, but is printed by the advertiser and then taken to the newspaper itself, but is printed by the advertiser and then taken to the newspaper to be inserted.
- Present discounted value** A financial process for calculating the present value of an amount of money to be received or paid in the future. The formula is  $PDV = V / (1 + i)^n$  where  $V$  = future value,  $i$  = market rate of interest,  $n$  = time in years.
- Presentation** A pitch or a description of a proposed advertising campaign.
- Presenter** A spokesperson on camera.
- Press (news) release** A publicity mechanism, usually consisting of a single page of typewritten copy.
- Press agent** A publicist - also known as a press officer.
- Press conference** A meeting called to announce a major new event.
- Press kit** A collection of editorial and promotional materials distributed to the media about a person, product, or company. Journalists use these materials to learn about the subject. Michael J. Motto
- Public Relations has found that a concise, well-written press kit is an invaluable aid in generating print media publicity. Increasingly, audio and videotaped press kits are used to solicit radio and TV journalists' attention.
- Press proof** Reproduction of original material which is prepared and run on a production or proofing press using the inks and papers similar to those to be used in the final reproduction.
- Press release** Factual and interesting information released to the press.
- Pre-tests** Evaluations performed before an advertising campaign that attempt to assess the effectiveness of one or more elements of the message.
- Price elasticity** The responsiveness of the market to changes in price.
- Price off deal** A promotional strategy in which the consumer receives a reduction in the regular price of the brand.
- Price off offers** A method of encouraging customers to buy a product by offering a certain amount off the regular price shown on the label or package.
- Primacy effect** A theory that the first information presented in the message will be the most likely to be remembered.
- Primary circulation** The number of copies of a magazine distributed to original subscribers.
- Primary data** Information gathered by observing phenomena or surveying respondents.
- Primary demand advertising** Advertising designed for the generic product category, as opposed to selective demand advertising.

**Primary optical area** The point at which the reader's eyes enter, or are attracted into, a page. It is, or should be, the top left corner of a page, or of a type area.

**Primary readers** Readers who purchased a magazine or who are members of a household in which the publication was purchased.

**Primary research** Data collected through a series of telephone, Internet, mail or personal interview surveys of respondents.

**Prime time** The broadcast periods viewed or listened to by the greatest number of persons and for which a station charges the most for air time. In television, the hours are usually 8:00 p.m. to 11:00 p.m.

**Principal** A performer in a commercial who can be recognized or identified, including but not limited to those performing speaking parts.

**Print & deliver** A freestanding insert designed, typeset and printed by The Post. P&D is available in three forms: freestanding flyer, tabloid, or brochure, P&D sections are delivered inside The Post to subscribers, and/or mailed to non-subscribers in designated areas.

**Print advertising** Advertising in newspapers, magazines, catalogs, or mailers. Usually, print ads use some combination of photographs, illustrations, and copy.

**Privacy policy** A statement about what information is being collected; how the information being collected is being used; how an individual can access his/her own data collected; how the individual can opt-out; and what security measures are being taken by the parties collecting the data.

**Privacy seal program** A program that certifies the Web site owner complies with the site's proposed policy.

**Private brand** Product brand owned by a retailer, wholesaler, dealer, or merchant, as opposed to a manufacturer or producer, and bearing its own company name or another name it owns exclusively. Also referred to as Private label.

**Prize** Barter of merchandise given as prizes on television or radio shows in return for mentions of the brand names of the merchandise donated.

**Problem definition** The process of uncovering the nature and boundaries of a negative, or positive, situation or question.

**Problem detection** A creative research approach in which consumers familiar with a product (or service) are asked to generate an exhaustive list of problems encountered in its use.

**Problem recognition** The first stage in the consumer's decision-making process in which the consumer perceives need and becomes motivated to satisfy it.

**Problem-solver stage** A stage of personal selling in which the seller obtains the participation of buyers in identifying their problems, translates these problems into needs, and then presents a selection from the supplier's offerings that can solve those problems.

**Process audit** Third party validation of internal control processes associated with measurement.

**Process blue (cyan)** One of the four inks used in process color printing. Preferred name: "Cyan ink."

- Process colors** High-speed multi-impression printing uses three ink colors (plus black), which are called the process colors. They are cyan (blue), lemon (yellow), and magenta (red). Each color is printed on one plate, the impression of which is superimposed on the other three to give the effect of full-color printing. Process colors can be used on any press, but are the standard form for web presses, which generally have the capacity to print four colors on continuous reeled paper.
- Procreator stage** A stage of personal selling in which the seller defines the buyer's problems or needs through active buyer-seller collaboration, thus creating a market offering tailored to the customer.
- Produced (recorded) tag** A tag that is recorded in a studio and added to the end of a spot.
- Produced by** Ad agency or organization that produced the advertisement.
- Produced for** Health or tobacco control organization that paid for or arranged for production of the ad.
- Produced radio spot** Radio advertisement that has been prerecorded.
- Producer markets** Buyers of raw materials and semi-finished and finished items used to produce other products or in their own operations.
- Product adoption process** A series of five stages in the acceptance of a product: awareness, interest, evaluation, trial and adoption.
- Product advertising** The type of advertising that promotes goods and services.
- Product differentiation** Developing unique product differences with the intent to influence demand.
- Product Idea** An idea for a possible product that the company can see itself offering to the market.
- Product image** The way consumers picture an actual or potential product.
- Product life cycle** All products and services are at some stage in the product life cycle, just as humans go through the life cycle from birth/introduction, growth, maturity and declining period. The figure below shows the stages of the product life cycle.
- Product management** Assigning specific products or brands to be managed by single managers within an advertising agency.
- Product manager** The person responsible for the planning, implementation, and control of the marketing program for an individual brand.
- Product placement** The practice of paying for a branded product to be used by a character in a movie - eg James Bond driving a BMW Z3
- If the purpose of a TV programme is to herd consumers in the direction of the advertisers, then the traditional commercial break, when audiences stop paying attention to the TV set and go off for a coffee/cigarette/toilet break or take the opportunity to switch channel, does not always do its job. TiVOs and VCRs further threaten any kind of commercial which interrupts the programming.
- Advertisers have responded to this by expanding the ways in which the consumer is exposed to the product. Advertisers make a deal with the creators of a movie or TV show and provide them with examples of their product (cars,

computers, canned drinks) to be used on set. The product will feature in the film or show, will get associated with the values of that show and any celebrity who appears on the show using it. The advertisers might want to tie in their product placement with a deal which means they get to promote the movie (eg with a special sort of Happy Meal) in return for the movie promoting them. Often they pay huge amounts of money for the privilege of placing a product.

The first instance of modern product placement, where a company negotiated to have its product feature as a major part of a story, is ET, where Reese's Pieces were the food of choice for the cuddly alien. M&Ms turned the offer down. Sales of Reese's Pieces went up astronomically.

**Product positioning** Establishing the market niche of a product - which may not be as the brand leader - and advertising to the appropriate segment of the audience

**Product protection** Guarantee to separate ads or commercials of competitive brands.

**Product related segmentation** A method of identifying consumers by the amount of product usage, usually categorized demographically or psychographically.

**Product specific preplanning input** Specific studies provided to the creative department on the product or service, the target audience, or a combination of the two.

**Product symbolism** The meaning that a product or brand has to consumers.

**Production** A function in an advertising agency of producing letters and other direct mail pieces. Also the programmers

in a service bureau who work on such direct mail pieces.

**Production date** Date that the ad was created.

**Production manager** The person responsible for overseeing details in the creation of a television or print advertisement.

**Professional advertising** Advertising directed toward professionals such as doctors, dentists, and pharmacists, etc., who are in a position to promote products to their patients or customers.

**Profiling** The practice of tracking information about consumers' interests by monitoring their movements online. This can be done without using any personal information, but simply by analyzing the content, URL's, and other information about a user's browsing path/click-stream.

**Program delivery (rate)** Percentage of a sample group of people tuned in to a particular program at a particular time.

**Programming** Noncommercial entertainment, sports, and informational broadcast programs.

**Progressive proofs (progs)** Set of proofs made during the four-color printing process which shows each color plate separately and in combination. Also referred to as Color proofs.

**Projection** The extension of data derived from a scientifically sampled survey to a total population or universe.

**Projective techniques** Tests in which subjects are asked to perform specific tasks for particular reasons, while actually being evaluated for other purposes.

**Promise** A summary statement of the benefits of the product.

**Promise testing** Research to determine the most important and meaningful benefit offered in a product.

**Promotion** All forms of communication other than advertising that call attention to products and services by adding extra values toward the purchase. Includes temporary discounts, allowances, premium offers, coupons, contests, sweepstakes, etc. Promotion is one of the four aspects of marketing. The other three parts of the marketing mix are product management, pricing, and distribution. Promotion involves disseminating information about a product, product line, brand, or company.

Promotion comprises four subcategories:

- Personal selling
- Sales promotion
- Publicity and public relations

The specification of these four variables creates a promotional mix or promotional plan. A promotional mix specifies how much attention to pay to each of the four subcategories, and how much money to budget for each. A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

**Promotion and advertising** Many people when they hear the word marketing instantly assume it is the same thing as advertising. In reality, marketing is a much broader concept that includes as one of its parts methods of communication

and promotion of products and services. Advertising, sales promotion and public relations represent three extremely important forms of marketing communication. Most of us can not help being exposed to hundreds of ads, promotions and even news stories each day. The amount of money spent on these three areas is staggering so it is no wonder this is one of the largest areas.

**Promotional management** The process of coordinating the promotional mix elements.

**Promotional mix** The specific combination of ingredients an organisation uses to promote a product, traditionally including four ingredients: advertising, personal selling, publicity and public relations, and sales promotion.

**Promotional plan** The framework for developing, implementing, and controlling the organization's communications program.

**Promotional product** A product imprinted with, or otherwise carrying, a logo or promotional message. Also called an Advertising Specialty.

**Promotional products marketing** The advertising or promotional medium or method that uses promotional products, such as ad specialties, premiums, business gifts, awards, prizes, or commemoratives.

**Promotional pull strategy** A strategy in which advertising and promotion efforts are targeted at the ultimate consumers to encourage them to purchase the manufacture's brand.

**Proof** An impression on paper of type, an engraving or the like, for the purpose of



checking the correctness and quality of the material to be printed.

**Proof of performance** Some advertisers may want proof that the ads they've bought have actually run and that clickthrough figures are accurate. In print media, tearsheets taken from a publication prove that an ad was run. On the Web, there is no industry-wide practice for proof of performance. Some buyers rely on the integrity of the media broker and the Web site. The ad buyer usually checks the Web site to determine the ads are actually running. Most buyers require weekly figures during a campaign. A few want to look directly at the figures, viewing the ad server or Web site reporting tool.

**Propaganda** The deliberate manipulation of information in order to achieve certain objectives. Propaganda is a specific type of message presentation directly aimed at influencing the opinions of people, rather than impartially providing information. In some cultures the term is neutral or even positive, while in others the term has acquired a strong negative connotation. Its connotations can also vary over time. For instance, in English, "propaganda" was originally a neutral term used to describe the dissemination of information in favor of a certain cause. Over time, however, the term acquired the negative connotation of disseminating false or misleading information in favor of a certain cause. Strictly speaking, a message does not have to be untrue to qualify as propaganda, but it may omit so many pertinent truths that it becomes highly misleading. Historically, the most common use of the term propaganda is in political contexts; in particular to refer to certain efforts

sponsored by governments, political groups, and other often covert interests.

What separates propaganda from "normal" communication is in the subtle, often insidious, ways that the message attempts to shape opinion. For example, propaganda is often presented in a way that attempts to deliberately evoke a strong emotion, especially by suggesting illogical (or non-intuitive) relationships between concepts. An appeal to one's emotions is, perhaps, more obvious a propaganda method than those utilized by some other more subtle and insidious forms. For instance, propaganda may be transmitted indirectly or implicitly, through an ostensibly fair and balanced debate or argument. This can be done to great effect in conjunction with a broadly targeted, broadcast news format. In such a setting, techniques like, "red herring", and other ploys (such as *Ignoratio elenchi*), are often used to divert the audience from a critical issue, while the intended message is suggested through indirect means. This sophisticated type of diversion utilizes the appearance of lively debate within, what is actually, a carefully focused spectrum, to generate and justify deliberately conceived assumptions. This technique avoids the distinctively biased appearance of one sided rhetoric, and works by presenting a contrived premise for an argument as if it were a universally accepted and obvious truth, so that the audience naturally assumes it to be correct.

By maintaining the range of debate in such a way that it appears inclusive of differing points of view, so as to suggest fairness and balance, the suppositions

suggested become accepted as fact. Here is such an example of a hypothetical situation in which the opposing viewpoints are supposedly represented: the hawk says, "we must stay the course", and the dove says, "The war is a disaster and a failure", to which the hawk responds, "In war things seldom go smoothly and we must not let setbacks affect our determination", the dove retorts, "setbacks are setbacks, but failures are failures." As one can see, the actual validity of the war is not discussed and is never in contention. One may naturally assume that the war was not fundamentally wrong, but just the result of miscalculation, and therefore, an error, instead of a crime. Thus, by maintaining the appearance of equitable discourse in such debates, and through continuous inculcation, such focused arguments succeed in compelling the audience to logically deduce that the presuppositions of debate are unequivocal truisms of the given subject. The method of propaganda is essential to the word's meaning as well.

A message does not have to be untrue to qualify as propaganda. In fact, the message in modern propaganda is often not blatantly untrue. But even if the message conveys only "true" information, it will generally contain partisan bias and fail to present a complete and balanced consideration of the issue. Another common characteristic of propaganda is volume (in the sense of a large amount). For example, a propagandist may seek to influence opinion by attempting to get a message heard in as many places as possible, and as often as possible. The intention of this approach is to a) reinforce an idea through repetition, and b) exclude

or "drown out" any alternative ideas. In English, the word "propaganda" now carries strong negative (as well as political) connotations, although it has not always done so. It was formerly common for political organizations to refer to their own material as propaganda. Other languages do not necessarily regard the term as derogatory and hence usage may lead to misunderstanding in communications with non-native English speakers.

Many institutions such as media and government itself are literally propaganda-addicts, co-dependent on each other and the fueling influence of the propaganda system that they help create and maintain. Propagandists have an advantage through knowing what they want to promote and to whom, and although they often resort to various two-way forms of communication this is done in order to make sure their one-sided purposes are achieved. Individuals participate in these mediated propaganda transactions for our own reasons, as myriad as human nature itself, even if only to differentiate ourselves from what Noam Chomsky calls the "bewildered herd." That so much of this interaction is voluntary, or at least non-resisting, is an area needing much greater study. There will be time for this, since propaganda (if not all its artifacts) forms one of the most enduring aspects of our civilization. As Richard Alan Nelson (1996) argues, propaganda should be "neutrally defined as a systematic form of persuasion which attempts to influence the emotions, attitudes, opinions, and actions of specified target audiences for ideological, political or commercial purposes through

the controlled transmission of one-sided messages (which may or may not be factual) via mass and direct media channels. A propaganda organization employs propagandists who engage in propagandism – the applied creation and distribution of such forms of persuasion.”

Propaganda shares techniques with advertising. In fact, advertising can be thought of as propaganda that promotes a commercial product, though the word “propaganda” more typically refers to political or nationalist uses, or promotion of a set of ideas. Propaganda also has much in common with public information campaigns by governments, which are intended to encourage or discourage certain forms of behavior (such as wearing seat belts, not smoking, not littering, or so forth). Again, the emphasis is more political in propaganda. Propaganda can take the form of leaflets, posters, TV, and radio broadcasts and can also extend to any other medium.

In the case of the United States, there is also an important legal distinction between advertising (a type of overt propaganda) and what the Government Accountability Office (GAO), an arm of the United States Congress, refers to as “covert propaganda.” Journalistic theory generally holds that news items should be objective, giving the reader an accurate background and analysis of the subject at hand. On the other hand, advertisements generally present an issue in a very subjective and often misleading light, primarily meant to persuade rather than inform. If the reader believes that a paid advertisement is in fact a news item, the message the advertiser is trying to

communicate will be more easily “believed” or “internalized.” Such advertisements are considered obvious examples of “covert” propaganda because they take on the appearance of objective information rather than the appearance of propaganda, which is misleading. Federal law specifically mandates that any advertisement appearing in the format of a news item must state that the item is in fact a paid advertisement. The Bush Administration has come under fire for allegedly producing and disseminating covert propaganda in the form of television programs, aired in the United States, which appeared to be legitimate news broadcasts and did not include any information signifying that the programs were not generated by a private-sector news source.

Propaganda, in a narrower use of the term, connotes deliberately false or misleading information that supports or furthers a political cause or the interests of those in power. The propagandist seeks to change the way people understand an issue or situation for the purpose of changing their actions and expectations in ways that are desirable to the interest group. Propaganda, in this sense, serves as a corollary to censorship in which the same purpose is achieved, not by filling people’s minds with approved information, but by preventing people from being confronted with opposing points of view. What sets propaganda apart from other forms of advocacy is the willingness of the propagandist to change people’s understanding through deception and confusion rather than persuasion and understanding. The

leaders of an organization know the information to be one sided or untrue, but this may not be true for the rank and file members who help to disseminate the propaganda.

More in line with the religious roots of the term, it is also used widely in the debates about new religious movements (NRMs), both by people who defend them and by people who oppose them. The latter pejoratively call these NRMs cults. Anti-cult activists and countercult activists accuse the leaders of what they consider cults of using propaganda extensively to recruit followers and keep them. Some social scientists, such as the late Jeffrey Hadden, and CESNUR affiliated scholars accuse ex-members of "cults" who became vocal critics and the anti-cult movement of making these unusual religious movements look bad without sufficient reasons.

Propaganda is a mighty weapon in war. In this case its aim is usually to dehumanize and create hatred toward a supposed enemy, either internal or external. The technique is to create a false image in the mind. This can be done by using special words, special avoidance of words or by saying that the enemy is responsible for certain things he never did. Most propaganda wars require the home population to feel the enemy has inflicted an injustice, which may be fictitious or may be based on facts. The home population must also decide that the cause of their nation is just.

The term propaganda may also refer to false information meant to reinforce the mindsets of people who already believe as the propagandist wishes. The

assumption is that, if people believe something false, they will constantly be assailed by doubts. Since these doubts are unpleasant, people will be eager to have them extinguished, and are therefore receptive to the reassurances of those in power. For this reason propaganda is often addressed to people who are already sympathetic to the agenda. This process of reinforcement uses an individual's predisposition to self-select "agreeable" information sources as a mechanism for maintaining control.

Propaganda can be classified according to the source and nature of the message. White propaganda generally comes from an openly identified source, and is characterized by gentler methods of persuasion, such as standard public relations techniques and one-sided presentation of an argument. Black propaganda often pretends to be from a friendly source, but is actually from an adversary. Black propaganda is characterized by its presentation of false information to elicit a desired response, and is often used in covert military psychological operations and by large networked organizations such as terror networks or governments. Gray propaganda may come from an adversarial source pretending to be friendly or neutral, and presents misleading information in a more insidious manner than white propaganda.

In scale, these different types of propaganda can also be defined by the potential of true and correct information to compete with the propaganda. For example, opposition to white propaganda is often readily found and may slightly



discredit the propaganda source. Opposition to gray propaganda, when revealed (often by an inside source), may create some level of public outcry. Opposition to black propaganda is often unavailable and may be dangerous to reveal, because public cognizance of black propaganda tactics and sources would undermine or backfire the very campaign the black propagandist supported. Propaganda may be administered in very insidious ways. For instance, disparaging disinformation about history, certain groups, or foreign countries may be encouraged or tolerated in the educational system. Since few people actually double-check what they learn at school, such disinformation will be repeated by journalists as well as parents, thus reinforcing the idea that the disinformation item is really a "well-known fact," even though no one repeating the myth is able to point to an authoritative source. The disinformation is then recycled in the media and in the educational system, without the need for direct governmental intervention on the media.

**Proprietary study** A research study initiated by a sponsor who then has private ownership of the results.

**Prospect** Those persons who may be prospective customers based on a need for the product or service.

**Prospector stage** A selling stage in which activities include seeking out selected buyers who are perceived to have a need for the offering as well as the resources to buy it.

**Protestant ethic** A set of values that stress hard work and individual effort and

initiative and view the accumulation of material possessions as evidence of success.

**Protocol** A uniform set of rules that enable two devices to connect and transmit data to one another. Protocols determine how data are transmitted between computing devices and over networks. They define issues such as error control and data compression methods. The protocol determines the following: type of error checking to be used, data compression method (if any), how the sending device will indicate that it has finished a message and how the receiving device will indicate that it has received the message. Internet protocols include TCP/IP (Transfer Control Protocol/Internet Protocol), HTTP (Hypertext Transfer Protocol), FTP (File Transfer Protocol), and SMTP (Simple Mail Transfer Protocol).

**Provider stage** A selling stage in which activities are limited to accepting orders for the supplier's available offering and conveying it to the buyer.

**Provocation** A deliberate appeal to stimuli that is expected to shock at least a portion of the audience, both because it is associated with values, norms, or taboos that are seldom challenged (Vezina & Paul 1997).

**Proxemic communication** A subtle form of communication used in face-to-face interactions when either person varies the physical distance that separates the two.

**Proxy servers** Intermediaries between end users and Web sites such as ISPs, commercial online services, and corporate networks. Proxy servers hold the most commonly and recently used content from



the Web for users in order to provide quicker access and to increase server security.

**Psychoanalytic theory** An approach to the study of human motivations and behaviors pioneered by Sigmund Freud.

**Psychographics** The marketing world's latest term for niche-targeting. Whereas demographics classifies people by life-and-death statistics, psychographics does the same based on their thinking. So you can sell your car to those who think about cars.

**Psychographic segmentation** Dividing the product on the basis of personality and/or lifestyles.

**Psychological factors** Factors that influence consumer behaviour, including perception, motives, learning, attitudes and personality.

**Psychological segmentation** The separation of consumers into psychological characteristic categories on the basis of standardized tests.

**Psychosocial consequences** Purchase decision consequences that are intangible, subjective, and personal.

**Pub set ad** Advertiser sends materials and a layout with a request for the ad to be built.

**Public relations (PR)** Communication with various sectors of the public to influence their attitudes and opinions in the interest of promoting a person, product, or idea.

**Public relations advertising** Advertising by a corporation that focuses on public interest but maintains a relationship to the corporation's products or agencies.

**Public relations firm** An organization that develops and implements programs to manage a company's publicity, image, and affairs with consumers and other relevant publics.

**Public service announcement (PSA)** Any advertising intended for the public good that is placed free of charge. Usually refers to commercials intended for nonpaid placement on television or radio, in accordance with the Public Service Announcement/Government Agency Messages waiver provisions of the Screen Actors Guild (SAG) and the American Federation of Television and Radio Artists (AFTRA) Commercials contract. Also used informally for nonpaid placement on print and out-of-home vehicles.

**Publicist** A person hired to promote a cause, individual, or product by generating free advertising; a press agent.

**Publicity** Non-personal communication in news story form about an organisation and/or its products that is transmitted through a mass medium at no charge.

**Publisher** The chief executive and often the owner of a newspaper or other publishing enterprise.

**Publisher's statement** The statement of a publication's circulation; reports are issued by the Audit Bureau of Circulation twice a year.

**Puffery** Advertising or other sales presentations that praise the item to be sold using subjective opinions, superlatives, or exaggerations, vaguely and generally, stating no specific facts.

**Pull** The percent response to your offer by mail or phone.

**Pull out section** A section of consecutive pages printed inside the newspaper that when removed becomes a stand-alone section, similar to a we-print.

**Pull policy** A promotional policy in which a business promotes directly to consumers in order to develop a strong consumer demand for its products.

**Pulsing** A media scheduling method that combines flighting and continuous scheduling.

**Pupilometrics** A method of advertising research in which a study is conducted on the relationship between a viewer's pupil dilation and the interest factor of visual stimuli.

**Purchase facilitation** Circumstances that make it possible for the consumer to purchase the product: availability, location, price and familiarity of vendor.

**Purchase intention** The predisposition to buy a certain brand or product.

**Purge** To eliminate undesirable names from a list.

**Push** Is the delivery ("pushing of") of information that is initiated by the server rather than being requested ("pulled") by a user. Pointcast is the most well known push service that pushes information based on the users profile.

**Push advertising** Pro-active, partial screen, dynamic advertisement which comes in various formats.

**Push money** Cash payments made directly to the retailers' or wholesalers' sales force to encourage them to promote and sell a manufacturer's product.

**Push policy** A promotional policy in which the producer promotes the product only to the next institution down the marketing channel.

**PUT (people using television)** PUT or persons using television at a particular time, is expressed as a percent of all persons in TV homes. PUT combines all persons viewing, rather than reporting specific program viewing. Note that PUT and PVT (Persons viewing television) are interchangeable terms in common usage.

**PVR (personal video recorder)** A generic term for a device that is similar to a VCR but records television data in digital format as opposed to the VCR's analog format. PVRs have all of the same functionality of VCRs plus the ability to instantly jump to any part of the program without having to rewind or fast forward the data stream. Two common PVR systems are TiVo and ReplayTV.



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**Quad crown** Poster size in landscape format, equivalent in size to half that of a 4 sheet. Most commonly used by film/cinema advertisers on the London Underground.

**Quali-depth interviews** 25 to 30 minute intercept interviews that incorporate some of the in-depth advantages of focus group interviews with the speed and flexibility of shopping mall/ pavement intercept interviews.

**Qualified hits** Hits to a Web server that deliver information to a user. Qualified hits exclude error messages (e.g., "URL not found" or "Permission denied"), redirects, and requests by computer programs.

**Qualified prospects** Those prospects that are able to make the buying decision.

**Qualify** In business-to-business, a process whereby respondents to an ad or a mailing are determined (usually by a telephone interview) to be worth a salesperson's time and attention. In efficient operations, a telemarketer will qualify an incoming lead before the name is sent to a salesperson for action.

**Quality** Socio-demographic term primarily applied to newspapers whose readership profile has a bias towards the A or B social grade groupings.

**Qualitative audit** An audit of the advertising agency's efforts in planning, developing, and implementing the client's communications programs.

**Qualitative media effect** The positive or negative influence the medium may contribute to the message.

**Qualitative research** Research that deals with information too difficult or expensive to quantify, such as subjective opinions and value judgements, typically unearthed during interviews or discussion groups.

**Queen size bus poster** Posters affixed to the sides of buses. Copy area on queen size buses is often approximately 27" x 85" depending on markets.

**Query** A request for information, usually to a search engine or a database. The user types in words or topics, and the search engine returns matching results from its database. A query is at the center of every search engine interaction.

**Questionnaire** Base document for research purposes, providing the questions and structure for an interview or self-completion and providing space for respondents' answers.

**Quintile analysis** This is a statistical analysis of a market to determine where the heaviest concentration of a particular demographic are located. Areas are ranked and divided into five areas so that advertisers know the five most concentrated areas of their demographic.

**Quintile** One-fifth of a mailing, usually divided by percentage of response. "Our top quintile gave us 70% of our total revenue."

**Quota sampling** A sampling method in which the final choice of respondents is left to the interviewers, who base their choices on two or three variables (such as age, sex and education). In quota sampling, the population is first segmented into mutually exclusive sub-groups, just as in stratified sampling. Then

judgement is used to select the subjects or units from each segment based on a specified proportion. For example, an interviewer may be told to sample 200 females and 300 males between the age of 45 and 60. It is this second step which makes the technique one of non-probability sampling. In quota sampling the selection of the sample is non-random. For example interviewers might be tempted to interview those people in the street who look most helpful. The problem is that these samples may be biased because not everyone gets a chance of selection. This non-random element is its greatest weakness and quota versus probability has been a matter of controversy for many years.

**Quote(s)** When used in a search, the quote marks '""' tell most systems that you only want to see matches that are exactly like what you are asking for. For example, a search for 'electric light', entered without the single quotes, will return much different results than "electric light" entered with the quotes as shown.

# R

**R.H.P.** Right hand page.

**R.O.I.** Return on investment.

**R.O.P. (run of paper)** Signifying that an advertisement booked thus may appear in any position within the publication (ie is not guaranteed to appear in any specific position).

**R.O.W.(run of week)** An ad. booked on this basis may appear on any day of the specified week.

**Rack brochure** A sales collateral piece designed to fit in a standard #10 business envelop, often pre-folded and consisting of two, three, or four panels.

**Ragged left type** A style of type setting in which the left margin is uneven. This style is sometimes used in advertising material.

**Ragged right type** A style of type setting in which the right margin is uneven. It was developed to eliminate the need for uneven inter-word spacing or hyphens.

**Raid (redundant array of inexpensive disk)** A new technique for storing records on PCs and mainframes. Greatly reduces the cost of disk storage.

**Rail advertising** Station or terminal advertising that is positioned in close proximity to train tracks.

**Random access** Modern computer disks can access database records in random fashion. The opposite is sequential access. Random access makes database marketing possible.

**Random sampling** A sampling method in which all the units in a population have an equal chance of appearing in the sample.

**Rank** A web site or advertisement's standing in comparison to other web sites or advertisements. Rank provides advertisers with information on performance comparisons.

**Ratchet effect** The stepped impact of using sales promotion and advertising together.

**Rate** (1) The amount charged by a communications medium to an advertiser based on per unit of space or time purchased. The rate may vary from national to local campaigns, or may be a fixed rate.

(2) To estimate a particular media's audience size based on a research sample.



**Rate card** Information cards, provided by both print and broadcast media, which contain information concerning advertising costs, mechanical requirements, issue dates, closing dates, cancellation dates, and circulation data, etc.

**Rateholder** A small classified ad run in every issue of a print publication for the duration of an advertising contract. The total lineage entitles the advertiser to the lowest possible rate on all classified ads, both display and in-column.

**Rate protection** Guarantee given to an advertiser by a medium against rate increases in that medium for a specified period of time.

**Rating** The audience of a particular program or station at a specific period of time expressed as a percent of the audience population. The percent sign is not shown, and the rating may represent household viewing or a specific demographic audience segment's listening or viewing.

**Rating point** (1) In television, one percentage of all TV households who are viewing a particular station at a given time.

(2) In radio, one percentage of all listeners who are listening to a particular station at a given time. Both instances vary depending on time of day.

**Rational appeal** Communications in which features and/or benefits are directly presented in a logical, rational method.

**Rational benefit** A statement of a brand's logical objective benefits.

**Re direct** When used in reference to online advertising, one server assigning an ad-serving or ad-targeting function to another

server, often operated by a third company. For instance, a Web publisher's ad management server might re-direct to a third-party hired by an advertiser to distribute its ads to target customers; and then another re-direct to a "rich media" provider might also occur if streaming video were involved before the ad is finally delivered to the consumer. In some cases, the process of re-directs can produce latency.

**Re submission** The process of resubmitting a web page or web site to a search engine or directory. This is often done to update a listing because of content changes, the page has moved, or the page has been removed. It can also be done after updating or optimizing a page to acquire better rankings.

**Reach** (1) unique users that visited the site over the course of the reporting period, expressed as a percent of the universe for the demographic category; also called unduplicated audience;

(2) the total number of unique users who will be served a given ad.

**Reach curve** The graph of how reach builds over time. Reach curves differ by medium and by scheduling and combining of media.

**Reactions** Information on users' experience with the ad. This may include information such as amount of airplay, calls generated, or anecdotal information on public response to the ad.

**Reactivation** A program which encourages lapsed customers to start buying again.

**Readable, readability** Capable of being understood with pleasure or interest.

**Readers per copy** A cost comparison figure used for magazines that estimates audience size based on pass-along readership.

**Readership** (1) The total number of readers of a publication (includes Primary and Pass-along readers).

(2) The percentage of people that can recall a particular advertisement, aided or unaided.

**Realaudio** A commercial software program that plays audio on demand, without waiting for long file transfers. For instance, you can listen to National Public Radios entire broadcast of All Things Considered and the Morning Edition on the Internet.

**Realnames** A company that sells names associated web address queries. This is mainly for corporate brand name protection. Some search engines now use that system to generate search results. Companies can buy their Real Name and their name will be the first one returned for that search query. For example, Coke-Cola could buy Coke and have their webpage returned first for any search on Coke.

**Real time** Events that happen in real time are happening virtually at that particular moment. When one chats in a chat room, or sends an instant message, one is interacting in real time since it is immediate.

**Recall** A measure of a search engine's ability to return all relevant results. Search engines must find a balance between recall and precision (The measure of a search engine's ability to return only relevant results). If there are 10 pages

about "blue bananas" in a search engine's database and a search for "blue bananas" returns only 8 of those pages, the recall is scored at 0.8 or 80%. It's important to note that recall has nothing to do with database size. If another search engine has only 3 pages about blue bananas and returns all 3, its recall is 100%, even though there are other relevant documents not included in its database.

**Recall tests** Advertising effectiveness tests designed to measure advertising recall.

**Receiver** The person or persons with whom the sender of a message shares thoughts or information.

**Receiving audience** Two or more receivers who decode a message.

**Recency** A term for how recently a person has bought from your company. It is well established that people who have bought most recently are more likely to buy from you again on your next promotion than people who bought from you longer ago.

**Recency effect** The theory that arguments presented at the end of the message are considered to be stronger and therefore are more likely to be remembered.

**Reciprocal link** A link you place on your web page with the understanding that the linked web page will create a link to your site.

**Reciprocity** An arrangement unique to business-to-business marketing in which two organisations agree to buy from each other.

**Recognition** (1) Formal acknowledgment given by a communications medium to an advertising agency to recognize that agency as being bona fide, competent, and ethical; therefore, entitled to discounts.

(2) The ability of research subjects to recall a particular ad or campaign when they see or hear it.

**Recognition method** An advertising effectiveness measure of print ads that allows the advertiser to assess the impact of an ad in a single issue of a magazine over time and/or across alternative magazines.

**Recognition test** A test in which an actual advertisement is shown to individual respondents, who are then asked whether they recognise it.

**Record** A collection of fields that describe all the information on a customer.

**Recruiting** A process by which the sales manager develops a list of applicants for sales positions .

**Reduplicate** A new verb of the mail-shot age: the process by which mailing lists must be constantly cross-checked and copied out again.

**Reference group** A group of people or organization of which an individual respects, identifies with, or aspires to join, e.g., membership or associative groups.

**Reference price** The price that a consumer uses as a standard for comparing the current price of a product.

**Referral fees** Fees paid in exchange for delivering a qualified sales lead or purchase inquiry. For example, an affiliate drives traffic to other companies' sites, typically in exchange for a percentage of sales or a flat referral fee.

**Referral link** The referring page, or referral link is a place from which the user clicked to get to the current page. In other words,

since a hyperlink connects one URL to another, in clicking on a link the browser moves from the referring URL to the destination URL. Also known as source of a visit.

**Referral page** A web page which links to web site and sends traffic. The URL will appear in web site's server logs.

**Referral premium** A premium offered to customers for helping sell a product or service to a friend or acquaintance.

**Referral rate** The percentage of new customers that begin buying this year as a result of encouragement from last year's customers. Expressed as a percentage of last year's customers. If we had 4,000 customers last year, and they recommended new customers to us, of whom 240 became customers, the referral rate would be 6%.

**Referrer** The address (URL) of the web page a user came from, before entering another site. Each time a user clicks (selects) a new HTML link on a web page, most browsers report a "HTTP-REFERER" string to the new site. Web hosts can record these "referrer strings" in a log file for usage by a web site. In the context of search engines, these referer strings are a powerful way to determine what searches users used to enter your website. As part of a referral string from search engine, the search terms a user typed in will be included. Some img tag counter style logging software can also record referral strings.

**Reformatting** Changing the format of a rented list to a new record format that matches a desired arrangement.

**Refresh tag** Meta Refresh tag reloads a page at a set time.

**Refusal** The right of the first actor or model cast in an advertisement to refuse or accept the assignment.

**Refutation** Defending one's brand by showing that negative claims by others are unjustified.

**Refutational appeal** A type of message in which both sides of the issue are presented in the communication, with arguments offered to refute the opposing viewpoint.

**Regional advertising** Advertising that reaches regional geographical segments within a given boundary, such as the United States. ADS on long haul Semi-trailers travel regional interstate highways of the US and the ADS target specific regions designated as "Northeast, Southeast, Northwest, Southwest, Midwest and Southcentral.

**Regional edition** A portion of a national magazine's circulation that falls within a certain geographic area (metro area, state, group of states) that can be purchased separately from the total circulation. A premium (higher CPM) is usually charged for regional editions.

**Regional issues** Versions of a magazine or newspaper that differ across geographic regions in their advertising and editorial content.

**Regional networks** A network that covers only a specific portion of the country. Regional network purchases are based in proportion to the percentage of the country receiving the message.

**Register mark** Crosses or other devices applied to original copy prior to photography. Used for positioning negatives in register or for register of two or more colors in process printing.

**Registration** A process for site visitors to enter information about themselves. Sites use registration data to enable or enhance targeting of ads. Some sites require certain registration in order to access their content. Some sites use voluntary registration. Fee-based sites conduct registration in the form of a transaction (take a credit card to pay for the content). A registered user is a user who visits a Web site and elects, or is required, to provide certain information. Non-registered users may be denied access to a site requiring registration.

**Regression** Used in the phrase multiple regressions. It is a statistical technique, part of modeling, whereby you try to discover a mathematical formula which will explain trends in a set of data, and which variables determine response. A multiple regression might tell you that your best customers live in condominiums, have no children, and have income over \$75K, for example.

**Regression analysis** Mathematical technique which has multiple, linear and non-linear forms and is used for the fitting of data points to lines or curves to provide a forecasting model (often used in tracking studies and response campaigns).

**Regular** Unilluminated billboard or other structure.

**Regular price** Retail price at which the product is sold when there is no promotion.

**Reinforcement** The rewards or favorable consequences associated with a particular response.

**Reinforcement advertising** The type of advertising that tries to assure current

users that they have made the right choice and tells them how to get the most satisfaction from the product.

**Relational** A relational database is what is needed for database marketing. Such a database is kept on disk and consists of related files (name and address, orders) which are related to each other by ID numbers and accessed by indexes.

**Relationship management** The process of encouraging a match between the seller's competitive advantage and the buyer's requirements over an item's life cycle.

**Relationship marketing** The process of building a relationship with customers which results in the customers becoming more loyal, buying more, and staying as customers. Another word for database marketing.

**Relative advantage** The degree to which a brand is perceived as better than a competitive brand.

**Relative cost** The relationship between the price paid for advertising time or space and the size of the audience delivered; it is used to compare the prices of various media vehicles.

**Release** The signed permission given by a person to use his or her photo, voice, name, or testimonial statement commercially.

**Relevance** A measure of how closely a search result – or a search ad – matches the user's query. Relevance is key to harnessing the power of search advertising. The more relevant your ad, the more likely the audience will be motivated to respond to your call-to-action. At the same time, the relevance of your ad and your ad's landing page can

enhance the user's search experience, while irrelevant ads can cause users to ignore advertising altogether.

**Reliability** The quality of producing almost identical results in successive repeated trials.

**Reminder advertising** Advertising designed to keep the name of the product or brand in the mind of the receiver.

**Remnant inventory** Low-cost advertising space that is relatively undesirable or otherwise unsold.

**Remnant space** Advertising space that remains unsold right before it is about to be used and thus often sold at a discount at the last minute.

**Renewal paper** Replacement posters used if original posters are damaged during display or are used if the ad continues beyond the initial term. Advertisers typically produce 15% more paper than they need for insurance.

**Renewal rate** The percentage of individuals that renew their print media subscriptions to extend beyond the previous expiration date.

**Rep firm** An outside sales agent contracted by a cable system to manage relationships with certain advertisers, typically those outside of the local system service area.

**Rep or representative** A person who solicits advertising space on behalf of a particular medium.

**Repaint** A second set of artwork to replace the first set sometime during the display period.

**Repeat banner** A banner that is featured at least twice on the same page. A repeat



banner is usually found at both the top and bottom of the same page.

**Repeat visitor** A unique visitor who has accessed a website more than once over a specific time period.

**Repetition** The average number of times each person is exposed to an advertisement. Also known as "frequency."

**Reposting charge** An additional fee for changing artwork during a given display period.

**Reputable partnerships** Reputable and ethical dealings between a recognised, welcome and acceptable recipient organisation and a sponsoring organisation.

**Request** The attempt by ones browser to retrieve a page, including page elements such as a banner advertisement, from a server on the Internet.

**Resellers** Intermediaries in the marketing channel such as wholesalers, distributors, and retailers.

**Reseller markets** Intermediaries, such as wholesalers and retailers, who buy finished goods and re-sell them to make a profit.

**Residuals** A sum paid to a performer on a TV or radio commercial each time it is run, and is usually established by AFTRA (american federation of television and radio artists) or SAG (screen actors guild) contract.

**Resolution** The degree of clarity of a display or printer image. Resolution is usually specified in dots per inch (DPI). The higher the resolution, or the greater the number of DPI, the sharper the image. For

film recorders, resolution usually refers to the number of lines that make up the entire screen on a display or on film. The resolution of film recorders ranges from the low PC standard (200 lines for CGA to 350 lines for EGA) up to 10,000 lines.

**Respondent** Someone who has answered a direct response letter or advertisement.

**Response device** On every outgoing direct mail piece, there is included a response device which usually shows up in the "window" in the envelope to provide the name and address. The response device is an order or donation form. It is important because it usually contains the prospect number, and a source code that identifies the offer, package, list, segment, etc.

**Response function** Measure of response to an advertisement or a campaign. Typically used as a generalisation, but (especially in carefully measured direct response campaigns) can refer to a mathematical factor relating investment to return.

**Response rate** The percentage of people who responded to your offer. A typical direct mail response rate to prospects is 2%.

**Rest area advertising** Advertising located in or near highway rest areas and truck stops.

**Restricted line** Sales items that are not legally sold in certain geographic areas, or only under special legal restrictions.

**Results page** After a user enters a search query, the page that is displayed, is call the results page. Sometimes it may be called SERPs, for "search engine results page."

**Retailers** Intermediaries that purchase products and re-sell them to final consumers.

**Retail advertising** Advertising which promotes local merchandisers' goods and services. Also referred to as Local Advertising.

**Retail rates** Rates for local retail advertisers that are built upon different discount structures from rates for national advertisers.

**Retail trading zone** Defined by the Audit Bureau of Circulation as the area beyond an urban area whose residents regularly trade with retail merchants within the urban area.

**Retail/local advertising** Advertising carried out by retailers and/or local merchants.

**Retention** The tendency to keep customers buying. Success is measured by retention of customers.

**Retention budget** A budget for a program to keep customers from leaving.

**Retention rate** The percentage of customers who continue to make purchases from you in a second period, such as a year. If you had 4,000 customers who bought from you last year and this year 3,000 of those same people also make purchases, your retention rate would be 75%.

**Retouching** Methods of altering original artwork or photography to make corrections, improve or change the character of the image.

**ROI (return on investment)** ROI, or return on investment, is a calculation used to determine the relative efficacy of an ad campaign in financial terms, in particular

whether or not an ad campaign has generated more or less new revenue than its cost. Due to the direct response nature of many internet ad campaigns, it may be possible to determine ROI with much greater precision than, for example, a television commercial. The response to broader, branding-style campaigns may be more imprecise.

**Return visits** The average number of times a user returns to a site over a specific time period.

**Reverse** Design method in which the background is inked (colored) rather than the copy. Usually a white image (type or illustration) on a black or screened background.

**Reverse type (or reverse print)** White letters on a black [or colored] print background on hard copy.

**RFC (request for comment)** The documents that contain the protocols, standards and information that define the internet. Gathered and published by the Internet Engineering Task Force, a consensus-building body made up of institutions and corporations involved with online communications, they are preceded by RFC and followed by a number. RFC archives can be found at InterNIC.

**RFM** Stands for recency, frequency, monetary. It is a method for segmenting or rating your customers. The best customers are those who have bought from you recently, buy many times, and in large amounts.

**RFP (request for proposals)** The document which is used to get external database service bureaus to bid on maintaining your marketing database.

- RFQ** A request for quotation (RFQ) is a term that may be used by an advertiser that is requesting a price for placing advertisements on a publishers web site.
- Rhetorical device** Techniques for using language to produce emphasis (i.e., repetition or alliteration).
- Rich media, rich media ads** Rich media advertisements are banners (or popups, skyscrapers, interstitials, etc.) which are constructed using dynamic tools such as Flash, html forms, Java, ASP, Shockwave, Javascript, or other languages or applications that increase the appearance and/or functionality of the ad beyond that which can be achieved with a static or animated image. For example, a rich media ad may include sound, a user registration form, a multiple page Flash application, or other more sophisticated media. Rich media ads usually command higher CPM levels than simple image redirects.
- Riding the showing** A physical inspection a market to see the billboards and evaluate them after they have been posted.
- Right-branching sentence** When the effect precedes the cause in a sentence.
- Rights managed** Photographic images, which are priced according to a particular use, the cost of which may vary depending on the size it appears, the number of different advertising vehicles it is used in, the duration of its appearance, and the industry it is used to promote. Compare to Royalty Free.
- Rip o matic** A very rough rendition of a proposed commercial, composed of images and sounds borrowed (ripped-off) from other commercials or broadcast materials.
- Road block** A method of scheduling broadcast commercials to obtain maximum reach by simultaneously showing the identical advertisement on several different stations.
- ROAS** Return on ad spend.
- Robot** A program that runs automatically without human intervention. Typically, a robot is endowed with some artificial intelligence so that it can react to different situations it may encounter. Two common types of robots are agents and spiders. Commercial robots are programs that are used to fetch Web pages, but the user never has an opportunity to see the content of the requested documents. Personal robots provide the user with the opportunity to see the requested Web pages, usually in an offline mode. Also known as bots.
- Robots.txt** A file used to keep web pages from being indexed by search engines. The Robots Exclusion page provides official details
- ROC(run of category)** ROC Means a banner will appear anywhere within a category on a web site or ad network. More targeted than a run of site (ROS) campaign where the banner would appear randomly on any page of the site.
- ROKI** Return on keyword investment.
- Role** A set of actions and activities that a person in a particular position is supposed to perform, based on the expectations of both the individual and surrounding people.
- Roll out** The marketing strategy in which a brand is introduced into a specific area, moving into other areas as the brand expands distribution and sales.

**Rolling boards** Advertising painted or mounted on cars, trucks, vans, trailers, etc., so the exposure can be mobile enough to be taken to specific target market areas.

**Rollout** After a direct mail test of a few thousand letters, a rollout is the mailing to the rest of the names on the successful lists. It may be preceded by a second test or "continuation."

**Roman type** Vertical type style with serifs and variation of thickness in strokes. You are reading a roman type.

**Romance card** Written material that accompanies an advertising specialty, providing information about the product and its background.

**ROP (run of paper) color** Process color that is printed in a newspaper during the regular pressrun for that edition, and not preprinted.

**ROS/RON (run of site/run of network)** Provides the advertiser the opportunity to reach a broad audience by running ads throughout the network as allocated by MSN.COM. Run of Site provides greater targeting by reaching members interested in a specific service, however without specific targeting criteria.

**Rotating bulletin** A type of campaign where the billboard moves from location to location at set intervals. This increases the reach of a campaign, covering more of the market for the same dollars as one permanent location billboard.

**Rotation** A banner that is in rotation on a page or group of pages, will not be the only banner shown when any of the pages are reloaded. Sometimes an advertiser will request a banner not be shown in

rotation in which case it would appear every time the page is loaded also know as exclusivity.

**Rotogravure** A magazine supplement that is printed by a gravure process, and run on a rotary press. This process is useful for large runs of pictorial effects.

**Rotoscoping** The process of using live and animated characters within an advertisement.

**Rough** An unfinished layout of an ad which shows only a general conception to be presented for analysis, criticism, and approval.

**Rough cut** A preliminary arrangement of film or tape shots that are roughly edited together without voice-over or music to serve purpose in the early stages of editing.

**Router** A device that determines the next network point to which a data packet should be forwarded enroute toward its destination. The router is connected to at least two networks and determines which way to send each data packet based on its current understanding of the state of the networks it is connected to. Routers create or maintain a table of the available routes and use this information to determine the best route for a given data packet.

**Routine response behaviour** Behaviour that occurs when buying frequently purchased, low cost, low risk items that need little search and decision effort.

**Royalty free** Photographic images priced without limits to how often or where they can be used by the purchaser. Compare to, Rights Managed.

**RSS (rich site summary or really simple syndication)** RSS is an acronym for Rich Site Summary, an XML format for distributing news headlines on the Web, also known as syndication.

**Run of catalog** Banners run within specific catalog(s): web, pictures, sounds, top 5%.

**Run of site** A general online advertising rotation package that allows an advertising campaign to be delivered on all Web pages. For example, EarthLink's

run-of-site includes the Personal Start Page, the EarthLink Finance Channel, Chat, WebMail, the EarthLink Shopping Network, and all other pages on the site that have banner ads.

**Run of site advertising** Random display of a banner ad on a Web site. Equivalent to general rotation.

**Rushes** Rough, unedited prints of a commercial to be used for editing purposes. Also referred to as dallies.





# S

**S.A.P.(station average price)** Calculation of the average 30" cost-per-thousand for a specified audience group, obtained by dividing total station revenue by total relevant ratings achieved, over a specified time period.

This value is the basis of much of the UK's planning and buying of TV campaigns.

**S.M.A.T.V.(satellite master antenna television)** Is a TV receiving system based on a communal receiving aerial, signals typically being distributed to homes within a multi-occupancy building.

**SAA (system application architecture)** An IBM term for a system whereby PC's can be connected to and used to run mainframes by cooperative processing.

**Saccades** Although readers think that their eyes move smoothly across print, this is not so. In the late 1800s a French ophthalmologist named Javal found that the eye makes a series of discrete fixations with fast movements inbetween. The movements take less than 15 milliseconds, during which little information is obtained. The information comes from the

fixations, known as saccades, which represent 90 to 95% of the reading time.

**Sales** Sales is an important part of marketing. The difference between marketing and sales is that with marketing, the focus is on the guest. With sales the focus is on the product or service for sale.

**Sales contest** A way to motivate distributors, retailers and sales personnel by recognising and rewarding outstanding achievements.

**Sales oriented objectives** Budgeting objectives related to sales effects such as increasing sales volume.

**Sales promotion** Usually includes a wide variety of supplemental sales-generating activities. Usually a two-level marketing effort directed at both "dealer" and "consumer" groups. Includes a wide variety of supplementary sales activities including personal selling, advertising, collateral printed materials, public relations, etc.

**Sales promotion agency** An organization that specializes in the planning and

implementation of promotional programs such as contests, sweepstakes, sampling, premiums, and incentive offers for its clients.

**Sales promotion trap** A spiral that results when a number of competitors extensively use promotions. One firm uses sales promotions to differentiate its product or service and other competitors copy the strategy, resulting in no differential advantage and a loss of profit margins to all.

**Sales response function** Refers to the effect of advertising on sales.

**Salience** The level of importance a buyer assigns to each criterion for comparing products.

**Salient beliefs** Beliefs concerning specific attributes or consequences that are activated and form the basis of an attitude.

**Sample** Anything that isn't a complete census is selected to be representative of a population that can be questioned or observed and thereby provide estimates of the characteristics, opinions and behavior of the entire population.

**Sample size** The number of people interviewed in a study.

**Sampling error** The difference between results from the sample and the results that might be obtained from a complete census, inherent in the statistical processes of sampling. This margin of error does not imply a mistake, for probability sample error is calculable, based on sample size and method. Sampling error is also called variance, tolerance factor, or standard deviation.

**Sampling frame** The source from which the sample is drawn.

**Sandbox** A development space where developers can test data sets without causing an actual execution of the final code. PayPal, Microsoft, AOL, Google, and many search engines use "sandboxes" to test code. For example: the PayPal sandbox allows webmasters to use shopping carts without a purchase using real money actually occurring.

**Sandwich board** Two hinged boards, adorned with advertising messages, that are placed at an advantageous location or hung over someone's shoulders.

**Sans serif typeface** Sans serif is a type style without *serifs*, and usually with minimal or no variation in thickness of strokes. This is a sans-serif face.

**Satellite** A remote station which relays the TV signal of a parent station beyond its usual coverage area.

**Satisfaction survey** A survey of customers designed as much to learn something about customers for relationship-building purposes as it is to learn about good and bad features of your servicing of the customers.

**Saturated market** A situation in which everyone has the product, and the market is essentially a replacement market. For example, tires, batteries, room air conditioners, television.

**Saturation** A sensation related to the number of different wavelengths present and contributing to the sensation of color. Usually we do not receive a single wavelength corresponding to a pure color. Instead we receive several different wavelengths simultaneously, and these are perceived as one unified color. A highly saturated color is made up of a very

narrow band of wavelengths, for instance, in a true red. A less saturated color is made up of a wider band of wave lengths, for instance, a bluish red or a yellowish red or a pink. In addition, adding achromatic light (for example, white or gray) to a color produces a desaturated hue.

**Saturation campaign** A media pattern of intense frequency over a relatively short period of time. Implies simultaneous achievement of wide reach and frequency designed to achieve maximum impact, coverage, or both.

**Saturation** Simultaneous achievement of near maximal coverage with high levels of frequency within a certain medium or mix of media.

**SAU (standard advertising units)** A standardized measure of advertising space within a newspaper page. Used throughout the United States so that an advertiser or ad agency can place advertising with any newspaper and know the exact size and cost of the ads.

**Scanners** An optical character recognition machine which consists of a scan head, a computer processor, and an output device. Used for interpreting documents, invoices, bar-codes, and photos for use in Color separations.

**Scarborough research** A leading provider of syndicated market research. Scarborough provides an extensive look at lifestyle trends, demographics, shopping and purchasing behavior at major retail chains, and media usage patterns.

**Scatter buying** Marketers purchasing commercial time when the need arises from the unsold inventory at a different cost than the upfront buys.

**Scatter market** A period for purchasing television advertising time that runs throughout the TV season.

**Scatter package** An arrangement to air television commercials at various times or intervals.

**Scatter** The scheduling strategy in which several different vehicles are bought within a time period to disperse the message flow and build reach.

**Scenarios** A detailed story about the future, told in the past tense. Unfortunately, as noted in the *Oxford English Dictionary*, this term is often misused as a synonym for "alternatives."

**Scene setting** The process of using realistic sounds to stimulate noise in backgrounds during radio production such as car horns, sirens, recorded laughter, etc.

**Schedule** The list of media to be employed for a brand's advertising campaign. Details would include information pertinent to planned activity.

**Schedules of reinforcement** The schedule by which a behavioral response is rewarded.

**Scientific decision-making** An orderly and logical approach to gathering information.

**Scoter** The Altavista spider. The name is in reference to the world famous Altavista Raceway that holds motorcycle races every year.

**Scotch double truck** A single unbroken — across the gutter — advertisement on two facing pages, bordered by one full column of editorial on each side (left & right).

**Screen** The grid of lines on the contact screen or glass plate through which continuous-

tone copy is photographed, breaking it into halftone dots for newspaper reproduction. Screens are designated by number of lines per inch.

A tone defined as a percentage of a solid color; used as a background to accent an area of an ad.

**Screen actors guild (SAG)** The union representing on-camera and off-camera actors.

**Screen color depth** Gives you details about the kind of monitor settings your visitors used. Knowing what your target market is commonly using helps you design with them in mind.

**Screen name** The name you use to represent yourself online.

**Script** A written version of the commercial that provides a detailed description of its video and audio content.

**SDSL (symmetrical digital subscriber line)** A type of DSL that uses only one of the two cable pairs for transmission. SDSL allows residential or small office users to share the same telephone for data transmission and voice or fax telephony.

**Search bots** Computer programs which will search a dozen search engines simultaneously.

**Search claims** Claims that can be easily and accurately evaluated by the consumer prior to purchase by inspecting the product or by using information sources such as amazon.com.

**Search engine** A program which acts like a library card catalog for the Internet. Search engines attempt to help a user isolate desired information or resources by searching for keywords that the user

specifies. The method for finding this information is usually done by maintaining an index of Web resources that can be queried for the keywords or concepts entered by the user. The index can be built from specific resource lists or created by Web wanderers, robots, spiders, crawlers, and worms.

**Search engine algorithm** The criteria a search engine uses to determine which web sites match the words or phrases a visitor is searching for.

**Search engine marketing** The act of marketing a web site via search engines, whether this be improving rank in organic listings, purchasing paid listings or a combination of these and other search engine-related activities.

**Search engine optimization firm** A search engine optimization firm is a company whose major revenue is obtained through search engine optimization services. The main responsibility of a search engine optimization firm is to obtain traffic for sites as a result of search engine queries. Search engine optimization firms are also referred to as a search engine optimization firm, an Internet marketing consultant or as SEO professionals.

**Search engine optimization service (search engine positioning)** This service aims to drive targeted visitors from major search engines, increase your search engine traffic and improve your business results online. This service benefits you for long term, helps you target overseas markets affordably, increases your sales leads and helps you grasp business opportunities on Internet!

**Search engine spam** Excessive manipulation to influence search engine rankings, often

for pages which contain little or no relevant content.

**Search engine submission** The act of supplying a URL to a search engine in an attempt to make a search engine aware of a site or page.

**Search optimization** Tactics and techniques that make it easier for spiders to find your page, contributing to higher ranking on a list of search engine results. Basic optimization starts with listing relevant keywords in your metatags and building clear and descriptive words into page copy, title, text hyperlinks, and image file names. It's also important to design your site on a logical link structure and follow standard HTML conventions, avoiding the use of frames, dynamic URLs, Image Maps, and JavaScript for navigation.

**Search terms** The words (or word) a searcher enters into a search engine's search box. Also used to refer to the terms a search engine marketer hopes a particular page will be found for. Also called keywords, query terms or query.

**Search tree** A seldom used synonym for a searchable directory.

**Seasonal rating adjustments** In broadcast media, rating modifications that reflect changes in the season, e.g. weather and holidays.

**Seasonality** The variation in sales for goods and services throughout the year, depending on the season, e.g. hot chocolate is advertised more in the winter, as opposed to summer months.

**Second season** The period after January when unsuccessful network television programs are replaced or rescheduled and

new programs are aired. In recent years, these schedule changes have been increasing to the point where as many are made prior to January as after; almost the term obsolete.

**Secondary data** Information compiled inside or outside the organisation for some purpose other than the current investigation.

**Secondary research** Information that already exists collected for purposes other than the present one.

**Secondary target audience** Groups that have some influence or control over the primary target audience. For example, if youth age 12-17 is the primary target audience, a secondary target audience might be teachers, coaches or parents. Secondary target audiences can also be groups that are specific sub-categories within the primary target audience that need their own communication strategies, messages, and media vehicles. For example, if youth age 12-17 is the primary target audience, Hispanic youth could be a secondary target audience.

**Seeds** Names of yourself, friends, relatives, or employees inserted in a direct mail mailout to track delivery and quality, and to safeguard against unauthorized mailings. Also called "decoys."

**Segmentation** To divide outgoing direct mail into coded groups for testing or to improve response. Also used to classify customers into groups for varying tactics.

**Selective attention** A perceptual process in which consumers choose to attend to some stimuli and not others.

**Selective binding** A computerized production process that allows the



creation of hundreds of copies of a magazine in one continuous sequence.

**Selective comprehensive** The perceptual process whereby consumers interpret information based on their own attitudes, beliefs, motives, and experiences.

**Selective demand advertising** Advertising which promotes a particular manufacturer's brand as opposed to a generic product.

**Selective distribution** Allows manufacturers to maintain more control over the way their products are sold and discourages price competition among sellers of the products by distributing their products only to those wholesalers and retailers who follow the manufacturer's guidelines.

**Selective exposure** A process whereby consumers choose whether or not to make themselves available to media and message information.

**Selective learning** The process whereby consumers seek information that supports the choice made and avoid information that fails to bolster the wisdom of a purchase decision.

**Selective perception** The perceptual process involving the filtering or screening of exposure, attention, comprehension, and retention.

**Selective retention** The process of remembering information inputs that support personal feelings and beliefs and of forgetting those that do not.

**Selectivity** The ability of a medium to reach a specific target audience.

**Self liquidating premium** A premium offer paid by the consumer whose total cost

including handling fees are paid for in the basic sales transaction.

**Self mailer** A direct mail piece that can be mailed without a wrapper or envelope.

**Self paced media** Media that viewers and/or readers can control their exposure time to, allowing them to process information at their own rate.

**Self regulation** The practice by the advertising industry of regulating and controlling advertising to avoid interference by outside agencies such as the government.

**Self-concept** A person's perception of himself or herself; self-image.

**Self-mailer** Direct mail material in which no envelope is required for mailing.

**Sell through rate** The percentage of ad inventory sold as opposed to traded or bartered.

**Semi liquidator** A premium offer that is partially paid by the consumer as well as the manufacturer.

**Semi-display** Classified newspaper advertisement which contains not just lineage but also a logo and/or other illustrative material; but positioned amongst other ads. grouped together according to 'classifications'.

**Semiotics** The theory of symbols and signs which explores how people glean meaning from words, sounds, and pictures. Sometimes used in researching names for various products and services.

Can be relevant in media planning where the nature of the medium may be thought semiotically significant. Semiotics is the study of signs, both individually and

grouped in sign systems. It includes the study of how meaning is made and understood. Semioticians also sometimes examine how organisms, no matter how big or small, make predictions about and adapt to their semiotic niche in the world. Semiotics theorises at a general level about signs, while the study of the communication of information in living organisms is covered in biosemiotics.

Semioticians classify signs and sign systems in relation to the way they are transmitted. This process of carrying meaning depends on the use of codes that may be the individual sounds or letters that humans use to form words, the body movements they make to show attitude or emotion, or even something as general as the clothes they wear. To coin a word to refer to a thing, the community must agree on a simple meaning (a denotative meaning) within their language. But that word can transmit that meaning only within the language's grammatical structures and codes. Codes also represent the values of the culture, and are able to add new shades of connotation to every aspect of life.

To explain the relationship between Semiotics and Communication Studies, communication is defined as the process of transferring data from a source to a receiver as efficiently and effectively as possible. Hence, communication theorists construct models based on codes, media, and contexts to explain the biology, psychology, and mechanics involved. Both disciplines also recognise that the technical process cannot be separated from the fact that the receiver must decode the data, i.e. be able to distinguish the data

as salient and make meaning out of it. This implies that there is a necessary overlap between semiotics and communication. Indeed, many of the concepts are shared, although in each field the emphasis is different. Semiotics should also be distinguished from linguistics. Although both start from the same point, semiotics links linguistic facts to non-linguistic facts to give a broader empirical coverage and to offer conclusions that seem more plausible because, intuitively, humans understand that one can only interpret language in a social context. Pure linguistics dismantles language into its components, analysing usage in slow-time, whereas, in the real world of human semiotic interaction there is an often chaotic blur of language and signal exchange which semiotics attempts to analyse and so identify the systemic rules accepted by all the participants.

**Sensation** The immediate and direct response of the senses (taste, smell, sight, touch, and hearing) to a stimulus such as an advertisement, package, brand name, or point-of-purchase display.

**SEO companies** An abbreviation used to describe a search engine optimization company. Also referred to as SEO firms or search engine optimization firm.

**SEO professionals** SEO professionals are those individuals who work in the search engine optimization field. These individuals possess the knowledge and ability to carry out search engine optimization techniques. SEO professionals are also sometimes referred to as an Internet marketing consultant or an SEO specialist.

**SEO services** SEO Services is a term used to describe the many different outputs offered by SEO companies. SEO services are numerous and diverse in their techniques and effectiveness and can range from the very basic to the extremely in-depth and thorough. SEO services are also referred to as SEO optimization, site promotion, keyword marketing and web site promotion services.

**SEO specialists** An SEO specialist is someone with extensive knowledge and the ability to perform search engine optimization techniques. An SEO specialist is versed in the intricacies of the different engines and is able to adapt accordingly. An SEO specialist is also often referred to as an Internet marketing consultant or as an SEO professional.

**SEO strategies** SEO Strategies or search engine optimization strategies are the techniques and plans used by SEO firms to gain higher rankings in the search engines. Search engine optimization firms and companies will use one technique or a set of techniques in their SEO strategies. Some of the techniques include optimizing HTML code, cloaking, paid inclusion, doorway pages and more.

**Sequential** The way records are arranged on a tape. The opposite is random order, or a relational database.

**Series** A group of related ads that were produced to convey a specific message and are part of the same campaign.

**Serif** The short, perpendicular strokes that appear on the stems and tails of characters in the more traditional typefaces such as Bodoni, Garamond, etc.

**Serif type** Short, decorative cross lines or tails at the ends of main strokes in some typefaces, such as Roman lettering.

**Serif typeface** A type style with definitive endings (serifs) to the open-ended letter strokes and most corners of letters. (In other words, the small finishing lines attached to the letters.) You are now reading a moderate Serif face (Times). The origin of the word "serif" is obscure, but may be from the Dutch word "schreef," a stroke. Some serifs appear sculptured, like this. Some serifs are straight, like this.

**SERP** Started at WebmasterWorld, it is short for "search engine results page". This is the page that is generated by a search engine in response to a search query.

**Server** A computer which is designed to generate information for connected users (client). In the context of the world wide web, this refers to a web site that delivers web pages to users.

**Server centric measurement** Audience measurement derived from server logs.

**Server initiated ad impression** One of the two methods used for ad counting. Ad content is delivered to the user via two methods - server-initiated and client-initiated. Server-initiated ad counting uses the publisher's Web content server for making requests, formatting and re-directing content. For organizations using a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher's ad server or the Web content server, or later in the process.

**Server pull** A process whereby a user's browser maintains an automated or customized connection or profile with a

Web server. The browser usually sets up a unique request that is recorded and stored electronically for future reference. Examples are: requests for the automated delivery of e-mail newsletters, the request for Web content based on a specific search criteria determined by the user, or setting up a personalized Web page that customizes the information delivered to the user based on pre-determined self selections.

**Server push** A process whereby a server maintains an open connection with a browser after the initial request for a page. Through this open connection the server continues to provide updated pages and content even though the visitor has made no further direct requests for such information.

**Session** (1) a sequence of Internet activity made by one user at one site. If a user makes no request from a site during a 30 minute period of time, the next content or ad request would then constitute the beginning of a new visit;

(2) a series of transactions performed by a user that can be tracked across successive Web sites. For example, in a single session, a user may start on a publisher's Web site, click on an advertisement and then go to an advertiser's Web site and make a purchase.

**Session cookies** cookies Which are loaded into a computer's RAM, and only work during that browser session. When the browser exits, these cookies are erased. They are "temporary cookies", and no cookie is written to a user's hard drive.

**Session fee** The amount paid to talent or artist for a day's work in a single session.

**Session ID** Webpages that are produced at the time of the page request from programs, are called Dynamic pages. Programs often will use specific urls for each visitor. You will often see those as a string of numbers in the browser address bar. These numbers will track you via cookies and serve pages specific to your "session". A session can be any time limit and then it expires. Sites use these sessions to serve custom content, defeat browser caching, and to direct the flow of visitors through the website.

**Setback** This is the distance that a structure is from the area where traffic flows. The more setback, the farther from the road the billboard is.

**Set top box** An electronic device that sits on top of one's TV set and allows it to connect to the Internet, game systems, or cable systems.

**Sets in use (SIU)** The percent of television sets that are tuned into a particular broadcast during a specific amount of time.

**SEU** Search engine usability.

**SFX (sound effects)** Sounds that are added after filming.

**Shade** A color value achieved by adding black to a color.

**Shaping** The reinforcement of successive acts that lead to a desired behavior pattern or response.

**Share** The audience of a particular television program or time period expressed as a percent of the population viewing TV at that particular time. Share, then, is a percent allocation of the viewing audience and differs from the rating which is a

percent of the potential audience. Share is usually reported on a household basis.

**Share of audience** Percentage of selected audience which is tuned to a particular medium at a given time, e.g. the proportion of the target group who are watching a particular TV channel between the hours of 7:30 p.m. and 8:00 p.m.

**Share of market** The percentage of total sales for a particular product class which are attributed to a specific brand.

**Share of voice** Share of total adspend accounted for by an advertiser or group of advertisers within a defined market sector over a specified time period.

**Shareware** Software programs that are openly available, and usually they can be downloaded online. They are often free, though not always.

**Shelf screamers (shelf talkers)** A printed advertising message which is hung over the edge of a retail store shelf, e.g. "On Special," or "Sale item."

**Shockwave** A plug-in that allows for multimedia movies to play through a browser. Most newer browsers come with the Shockwave plug-in already installed, otherwise this software must be downloaded and installed into an existing browser.

**Shoot** The taping or filming of a commercial, in a studio or on location.

**Shop bot** Intelligent agent which searches for the best price.

**Shopping bots** Computer programs that search commerce sites for the best deal.

**Shopping cart** Software designed to keep track of customer purchases until they "check out" on an ecommerce website.

**Shopping mall advertising** A standard backlit advertising structure located on shopping mall property with a size consistent to a bus shelter panel. Most mall advertising structures include a mall directory and multiple advertising panels.

**Shopping mall/pavement intercept interviews** Personal interviewing of a percentage of individuals who pass by certain "intercept" points in a shopping centre or pavement.

**Shopping search** Shopping search engines allow shoppers to look for products and prices in a search environment. Premium placement can be purchased on some shopping search indices. Shopping Search: Shopping search engines allow shoppers to look for products and prices in a search environment. Premium placement can be purchased on some shopping search indices.

**Short rate** The additional cost incurred for newspaper or magazine space which has not earned a previously planned and billed discount rate.

**Shoskeles** An animated ad that moves across the browser, usually with sound effects. It animates only long enough to play a message before settling into a stationary ad on the page.

**Shot** In film or tape, usually one scene.

**Shovelware** Shovelware is software that is inflated in value by "shoveling" in all kinds of information, usually free to anyone and generally worthless. The term is being expanded by usage to the web, where a lot of irrelevant information is shoveled onto many sites.

**Showing** The total number of panels in a buy. The common advertising weights are



GRP/Showings 25%, 50%, 75% and 100% which relate directly to the population of a market. For example, a 50% showing will deliver 500,000 daily exposures in a market with one million people in it. A 25% showing would deliver 250,000 daily exposures. A showing size does not indicate the number of poster panels utilized.

**SIC code (standard industrial code)** A coding system designed by the U.S. Department of Commerce for classifying the products and services produced by companies. It is a very inadequate system, but it is the only one around.

**Sidelined** A truck that is not in operation during a specified period.

**Sidewinder** The Infoseek spider.

**Signature** (1) A musical theme associated with a television program, radio show, or a particular product or service. Also referred to as a Theme song.

(2) Single printing sheet which folds into 4, 8, 12, 16, and so on pages to be gathered and bound to form a part of a book, or pamphlet.

**Silk screening** A color printing method in which ink is forced through a stencil placed over a screen that blocks out areas of an image, and onto the printing surface. Also referred to as Serigraphy.

**Similarity** The supposed resemblance between the source and the receiver of a message.

**Simile** A form of figurative language that uses a comparative term such as "like" or "as" to join items from different classes of experience (e.g., "love is like a rose").

**Simmons market research bureau (SMRB)**

A syndicated service which provides audience exposure and product usage data for print and broadcast media.

**Simmons, W.R.** A research organization measuring audience characteristics of media, especially magazines, and providing product-usage data.

**Simulcast** To broadcast a program at the same time on a television station and a radio station, or on two radio stations (most often one AM and one FM).

**Single copy** A publication purchased by means other than subscription, such as from a news rack or at a grocery store.

**Single source tracking** A research method designed to track the behaviors of consumers from the television set to the supermarket checkout counter.

**Siphoning** A collective name for the different techniques used to steal traffic from another site. For example the use of another's trade name in the title tag etc.

**Site centric measurement** Audience measurement derived from a Web site's own server logs.

**Site map** A page on a web site that lists and links to every other page on that web site.

**Site optimization** Site optimization services include the many different techniques used by search engine optimization companies to help clients achieve rankings on the different search engines. Site optimization is used as a way to introduce potential business to a site. Site optimization strategies vary from one SEO firm to the next and can include both accepted and unaccepted optimization strategies. The term site optimization is

also referred to as: Optimization Services, Internet Promotion and Search Engine Placement Service.

**Site promotion** Site promotion includes all of the steps that a web site takes to help increase traffic, name recognition and business. Site promotion includes, but is not limited to, search engine optimization. Also referred to as Internet marketing, web site optimization and a variety of other terms, site promotion provides a platform to introduce potential customers to new businesses.

**Site reach** The number of visitors a banner reaches on a web site compared to either the overall visitors to the same site.

**Site search** Search functionality specific to one site.

**Situation analysis** The gathering and evaluation of information to identify the target group and strategic direction of an advertising campaign.

**Situational determinants** Influences originating from the specific situation in which consumers are to use the product or brand.

**Situational factors** External circumstances or conditions that exist when a consumer is making a purchase decision.

**Sizzle** Dazzle or excitement, as opposed to substance. In its bid for consumers, some advertising plays up the "sizzle" rather than the "steak."

**Skewing** A technique used by search engines. It refers to the practice of artificially altering the search results so that certain documents will score well on certain queries.

**Skins** Customized and interchangeable sets of graphics, which allow Internet users to continually change the look of their desktops or browsers, without changing their settings or functionality. Skins are a type of marketing tool.

**SKU (stock keeping unit)** A warehouse term for the products that a company produces. Each different product has its own SKU number.

**Skyscraper ad** An online ad unit that is significantly taller than the 120x240 vertical banner. According to the Internet Advertising Bureau guidelines recommend two sizes of skyscrapers: 120 X 600 and 160 x 600.

**Skyscraper, skyscraper ad, skyscraper banner** A common banner ad format. Skyscraper ads are most commonly 120x600 pixels, although a relatively new variation on the theme, the wide skyscraper, is gaining ground. These are 160x600.

**Skywriting** Writing across the sky by means of chemically produced smoke emitted from an airplane.

**Slant** The emphasis of a campaign or advertisement; hook; peg.

**Sleeper effect** When the delayed impact of a message is greater than its initial impact. According to Lariscy and Tinkham (1999), this was first named by Hovland, Lumsdaine & Sheffield in 1949. For example, it can occur when the message is sent by a source that is not credible, and over time, the source and the message become dissociated.

**Slice of life** A commercial that uses a realistic situation and natural dialogue to simulate real life.

**Slicks** A high-quality proof of an advertisement printed on glossy paper which is suited for reproduction.

**SLIP (serial line internet protocol)** SLIP refers to a method of Internet connection that enables computers to use phone lines and a modem to connect to the Internet without having to connect to a host.

**Slogan** Short, memorable advertising phrase: Examples include "coke is it," "just do it," and "don't leave home without it." When a product or company uses a slogan consistently, the slogan can become an important element of identification in the public's perception of the product.

**Slotting allowance** Fees that must be paid to retailers to provide a "slot" or position to accommodate a new product on the store shelves.

**Slotting fee** A fee charged to advertisers by media companies to get premium positioning on their site, category exclusivity or some other special treatment. It is similar to slotting allowances charged by retailers.

**Smart card** Identical in size and feel to credit cards, smart cards store information on an integrated microprocessor chip located within the body of the card. These chips hold a variety of information, from stored (monetary)-value used for retail and vending machines, to secure information and applications for higher-end operations such as medical/healthcare records. The different types of cards being used today are contact, contactless and combination cards. Contact smart cards must be inserted into a smart card reader. These cards have a contact plate on the

face which makes an electrical connector for reads and writes to and from the chip when inserted into the reader. Contactless smart cards have an antenna coil, as well as a chip embedded within the card. The internal antenna allows for communication and power with a receiving antenna at the transaction point to transfer information. Close proximity is required for such transactions, which can decrease transaction time while increasing convenience. A combination card functions as both a contact and contactless smart card. Specific to interactive television, the viewer can insert smart cards into the set-top box to trigger the box to decrypt contact programming.

**Smart mail** Junk mail that has been computer-sorted to go to the right type of consumer. The marketing industry has just gone wild over it - so next time you buy a corkscrew, expect a mailing from the wine club.

**SMTP (simple mail transfer protocol)** The protocol used to transfer e-mail.

**SMSA (standard metropolitan statistical area)** Major geographical centers of population, usually smaller than the DMA, defined by the Office of Management and Budget.

**Snail mail** A term for traditional land and air mail services, which take days to deliver a message, versus seconds for delivery of email.

**Sniffer** Software that detects capabilities of the user's browser (looking for such things as Java capabilities, plug-ins, screen resolution, and bandwidth).

**Snipe** This word has many meanings but commonly is referred to as a small piece

of vinyl used to go over a part of your initial copy to change pricing or products advertised.

**Social class** Relatively homogeneous division of society into which people are grouped based on similar lifestyles, values, norms, interests, and behaviors.

**Social factors** The forces other people exert on buying behaviour.

**Social style model** A model that suggests business persons' "social class" will influence how they react on the job.

**Soft-drinks landscape** Coined by those high-spending folk at Pepsi, who claimed that their £300 million relaunch would "remake the international soft-drinks landscape". Their reasoning: "Blue is modern and cool, exciting and dynamic, and, most importantly, it's a color that powerfully communicates refreshment" - a definition that Dr Johnson notably failed to spot.

**Soft sell** Technique of using low pressure appeals in advertisements to generate a sale or response.

**Soft target advertising** It is non-invasive advertising. Those targeted are not forced to view an AD or in the alternative to switch channels or turn the page to avoid an AD as would be necessary with TV, radio, newspapers and magazines. Truckside advertising is a good example of "soft target advertising" because it appears to be coincidental.

**Software** Programs that run on computers. Programs tell the computer what to do in a step-by-step fashion.

**Sole sourcing** A buying process that involves the selection of only one supplier.

**Solid** An arrangement of type lines set vertically as closely as possible. Also referred to as solid set.

**Sore thumb display** A display designed to attract immediate attention by virtue of its size or unique style.

**Sound track** The audio portion of a commercial. A combination of *voice track*, *music track*, and *effects track*.

**Source** A person, group or organisation that has an intended meaning it attempts to share with an audience.

**Source bolsters** Favorable cognitive thoughts generated toward the source of a message.

**Source code** A series of letters or numbers affixed to an outgoing advertisement or promotion that identifies the list, the offer, the package, and the segment (as well as the media) in which the promotion was made. Essential to testing the success of any direct marketing effort. The source code must appear on the response device (or in the case of telephone orders, must be asked for by the telemarketers).

**Source derogation's** Negative thoughts generated about the source of a communication.

**Source power** The power of a source as a result of his or her ability to administer rewards and/or punishments to the receiver.

**SOV (share of voice)** How large a percent of a given niche or population a web or email property reaches.

**Space** A page or section of a page bought for advertising purposes in a newspaper, magazine, or catalog.

**Space close** The deadline for ordering advertising space in publications.

**Spadea** Also known as a “comics wrap.” Two 13 x 20 full-pages of advertising printed on a single sheet, front and back. It is folded to “wrap” the outside of the Sunday comics section.

**Spam** Any search engine marketing method that a search engine deems to be detrimental to its efforts to deliver relevant, quality search results. Some search engines have written guidelines about what they consider to be spamming, but ultimately any activity a particular search engine deems harmful may be considered spam, whether or not there are published guidelines against it. Example of spam include the creation of nonsensical doorway pages designed to please search engine algorithms rather than human visitors or heavy repetition of search terms on a page (i.e. the search terms are used tens or hundreds or times in a row). These are only two of many examples. Determining what is spam is complicated by the fact that different search engines have different standards. A particular search engine may even have different standards of what’s allowed, depending on whether content is gathered through organic methods versus paid inclusion. Also referred to as spamdexing.

**Spamdexing** All attempts to deceive search engines or gain an unfair advantage in the search results of a search engine. Spamdexing decreases the value of a search engine’s index by reducing the precision with which the search engine can return relevant documents. Most search engines have measures in place to detect spamdexing and guilty pages are

usually either penalized or de-listed. Many webmasters inadvertently make themselves guilty by braking search engine submission rules. For a detailed discussion of what to do and what not to do, please refer to the Search Engine.

**Spamming** Using any search engine ranking technique which causes a degradation in the quality of the results produced by the search engines. Examples of spamming include excessive repetition of a keyword in a page, optimizing a page for a keyword which is unrelated to the contents of the site, using invisible text, etc. Most search engines will penalize a page which uses spamming. Also called spamdexing. In a different context, spamming is also used to mean the practice of sending unsolicited bulk email.

**Spec ad** An original creation, whether sold or unsold. It must have a new, original design, with original art, copy or headline.

**Spec** Short for “speculation.” Work done “on spec” is done for no guaranteed remuneration, in hope of winning the job, campaign or account in question. Pitches to prospective clients used to be done almost exclusively on spec.

**Special** A single radio or television show which replaces regularly scheduled programming. Usually presented as a spectacular.

**Specialized marketing communication services** Organizations that provide marketing communication services in their areas of expertise including direct marketing, public relations, and sales promotion firms.

**Specialty advertising** An advertising, sales promotion, and motivational communi-



cations medium that employs useful articles of merchandise imprinted with an advertiser's name, message, or logo.

**Spectacular** Outdoor display which is larger than normal or located in a specific area whereby it is unusually and "spectacular" to the viewer. Typically long term contracts only.

**Speedway advertising** A variety of advertising formats available along speedway, ranging from trestle displays to track-side panels.

**Spider** A program that automatically fetches web pages and feeds them to search engines. (It's called a "spider" because it crawls around the web.) Because most web pages contain links to and from other pages, a spider can start almost anywhere. As soon as it recognizes a link to another page, it goes off and fetches it. Large search engines have many spiders working simultaneously. Also known as a crawler.

**Spill in** The amount of viewing within one broadcast market to stations originating in a neighboring market.

**Spill out** Transmission of a television or radio signal beyond its own market area.

**Splash page** A bridge page between a banner advertisement and an advertiser's Web site that provides product information and hotlinks. Splash pages are replacing many home pages – particularly on sites more involved with news and publishing – as gateways into web content. They start with a bigger "splash," more graphics and timely information, and change often – like the cover of a magazine

**Split 30s** 30-second TV spots in which the advertiser promotes two different products with two different messages during a 30-second commercial.

**Split run** Two or more different forms of an advertisement which are ran simultaneously in different copies of the same publication, used to test the effectiveness of one advertisement over another to appeal to regional or other specific markets.

**Split run test** An advertising, sales promotion, and motivational communications medium that employs useful article of merchandise imprinted with an advertiser's name, message, or logo.

**Splurchase** An impulse buy in a supermarket or superstore. The term is particularly favoured by "retail analysts", whose job it is to make you buy things you don't need. So that Snoopy toothbrush you never opened all those years ago was actually deep psychology.

**Spokesperson** A well-known person serving as a regular advocate of specific product or cause. Skiing star Picabo Street is firmly associated with Chapstick; Candice Bergen, with Sprint.

**Sponsor** (1) a sponsor is an advertiser who has sponsored an ad and, by doing so, has also helped sponsor or sustain the Web site itself;

(2) an advertiser that has a special relationship with the Web site and supports a specific feature of a Web site, such as a writer's column or a collection of articles on a particular subject.

**Sponsorship** An association with a Web site in some way that gives an advertiser some

particular visibility and advantage above that of run-of-site advertising. When associated with specific content, sponsorship can provide a more targeted audience than run-of-site ad buys. Sponsorships, as opposed to traditional ad display, generally occur when an advertiser pays to advertise on all or most of a specific section of a website or email newsletter. Advertisers usually prefer the sponsorship model when a website offers content related to, but not competitive with, the products or services offered by the sponsoring company. A sponsorship may take the form of traditional advertising banners, integrated sponsored content, text messages ("this section sponsored by...") or the like.

**Spot** A single announcement, or the period of time in which that announcement is scheduled.

**Spot advertising** Commercials shown on local television stations, with the negotiation and purchase of time being made directly from the individual stations.

**Spot announcements** Commercial or public service announcements that are placed on television or radio programs.

**Spot cable** Usually refers to commercial schedules placed on local cable systems by national or regional advertisers who often advertise in multiple cable TV markets.

**Spot color** In printing, the application of one or more "inks" to enhance certain areas of the subject. Most spot colors can be simulated with process inks during printing (i.e. PanTone, TruMatch, etc.).

**Spot television (or radio)** Time slots in geographic broadcast areas, purchased on

a market-to-market basis rather than through a network.

**Spotted map** A market map with dots or arrows to show the available locations for a buy.

**Spread** Two meanings: either (i) An assessment of the extent to which the weight of an ad. campaign is evenly distributed across specified regions, target audiences or a specified time period, or (ii) a shortened form of 'double page spread'.

**SQL (structured query language)** A query language used with the IBM software DB2 often pronounced "sequel."

**Square button** A button of equal width and height dimensions. A popular square button ad is 125 pixels in size. Also known as a square banner.

**SRDS (standard rate and data service inc)** An organization which publishes rates, circulation data, and mechanical requirements for major advertising vehicles.

**SRI (stanford research institute)** A leading research institution which pioneered psychographics.

**SSI** A server side include is a line of code in an HTML document that gets processed by the server each time the page is loaded. Used to output dynamic content on a web page such as from a rotating banner script.

**Stabile** Display that is suspended or that rises from a pedestal at different levels and planes, none of which move.

**Stacked panels** Advertising structures built with each face set on top of the other.

**Stadium advertising** A variety of advertising formats available in stadium,

ranging from wall-mounted dioramas (backlit posters) to field-side panels.

**Staggered schedule** A schedule of advertisements in a number of periodicals which have different insertion dates.

**Standard advertising unit (S.A.U.)** System of standard dimensions for print display advertising based on six columns, each 2 1/16 inches wide, with a 1/8 inch "gutter" between columns. Because nearly all broadsheet newspapers are now in SAU in their display pages, a single ad may be used in many places without resizing.

**Standard broadcast billing month** The month beginning with the Monday on or immediately preceding the first day of the calendar month and continuing until the final Sunday of the calendar month.

**Standard industrial classification (SIC)** Defined by the U.S. Department of Commerce to be a classification of businesses in a numeric hierarchy.

**Standard Industrial Classification (SIC) system** A system that provides information on different industries and products, and classifies economic characteristics of industrial, commercial, financial and service organisations.

**Standard learning model** Progression by the consumers through a learn-feel-do hierarchical response.

**Standard rate and data service (SRDS)** A commercial firm that publishes reference volumes that include up-to-date information on rates, requirements, closing dates, and other information necessary for ad placement in the media.

**Standards** A set of voluntary standards created by the Interactive Advertising

Bureau (IAB) for online advertisement sizes, dimensions and names.

**Standby** Advertising space scheduled to run within a guaranteed window of time for a substantial discount off the open rate.

**Starch readership service** A research organization that provides an advertisement's rank in issue and Starch scores.

**Start date** The date on which a advertising campaign starts.

**Statement stuffer** An offer or newsletter included with a monthly invoice or statement to a customer.

**Static ad placement/static rotation** An ad placement where the ad will remain on a Web page for a specified period of time.

**Static content** Content on a web site that is hard coded onto the page and does not come from a database. Search engines have no problems indexing this content, unlike dynamic content.

**Static rotation** Advertisements rotate based on the entry of users into a screen. Regardless of the amount of time a user spends with a screen, advertisements will remain on the screen for the entire time and will not change.

**Station advertising** Advertising panels located in subway or commuter rail stations or on transit platforms. Sizes vary.

**Station break** Time period in which broadcast reverts from the network feed to the local station to announce call letters and to broadcast local commercials.

**Station log** The official record of a station's programming and commercial announcements throughout the broadcast day.

**Station reps** Individuals who act as sales representatives for a number of local stations and represent them in dealings with national advertisers.

**Statistical interpretation** An analysis of data that focuses on what is typical or what deviates from the average.

**Statistics** The records that an ad serving software keeps each time it serves an ad and the ad is clicked on. The statistics recorded may be as simple as total impressions and click throughs or more detailed info such as browser types, geographical location, operating system & more.

**Stealth** A broad term referring to the hiding of data from a user or robot. Often this includes Obfuscation where by the data presented looks correct, but there is something wrong with it. In the context of search engine optimization this can include Stealth Meta Tags that are displayed for search engine robot but not users.

**Stemming** Refers to root word origins. For example, Search, Searching, and Searches all have Search as the root stem. Some search engines use stemming to provide results from more than just the entered search terms. A search on Boat could return results on Boating or Boats.

**Step and repeat** A single image printed repeatedly in a pattern on a single sheet of paper.

**Stet** From Latin for "let it stand." Used in copyediting and proofreading to signify that the original copy, not the revision, should be used.

**STET** Proofreader's mark written in the margins specifying that the copy marked

for correction should remain as it was. Let it stand.

**Stickiness** A measure used to gauge the effectiveness of a site in retaining individual users. The term is typically used in promotional material when traffic numbers are too low to be effective in lauding a site's performance. Never mind the quantity, feel the stick.

**Sticky** A term used to describe a web site on which visitors stay at for longer than normal. This is often due to the variety of content and features offered to the visitor which prevents them from needing to go elsewhere for more information. For example, online game sites are sticky as users tend to stay and play for awhile where as link directories are not as visitors tend to leave as soon as they find what they were looking for.

**Stock image** A photo or illustration that is available for purchase and use by any advertiser. A wide variety of stock images are available, at prices far lower than the cost of creating original artwork. The nominal purchase cost is usually based on the specific medium to be used (collateral, print advertising, etc.) and the anticipated size of the target audience.

**Stock music** Existing music that can be purchased for an agreed-upon usage fee.

**Stop motion** A photographic technique in which inanimate objects appear to move.

**Stop words** This term has been so often confused with Filter Words that it now refers to Filter words most of the time. A stop word is a word that causes an indexer to STOP indexing in the current procedure and do something else. Most common of

these, is when an indexer encounters an Adult censored words.

**Storage** The capacity which a computer has for storing names addresses and other data. Storage is usually on magnetic disks, and is measured in megabytes (for a PC) or gigabytes (for a mainframe).

**Storyboard** A panel or series of panels on which a set of sketches or pictures is arranged depicting consecutively the important changes of scene and action in a series of shots for a television commercial. Often accompanied by the script.

**Straight commission compensation/remuneration plan** A plan according to which salespeople are paid solely on the basis of their sales for a given time period.

**Straight re buy purchase** A routine re-purchase of the same products under approximately the same terms of sale.

**Straight salary compensation/remuneration plan** A plan according to which salespeople are paid a specified amount per time period.

**Strategic marketing plan** The planning framework for specific marketing activities.

**Strategic planning** Determination of the steps required to reach an objective of achieving the optimum fit between the organization and the marketplace.

**Strategy** The communication plan used to develop the ad.

**Stratification** Adding demographics to a name and address file.

**Stratified sampling** A sampling method in which the population of interest is divided

according to a common characteristic or attribute and a probability sampling is then conducted within each group.

**Stratified selection** An equally measured statistical sample which represents all the categories into which the population has been divided.

**Streaming** (1) technology that permits continuous audio and video delivered to a computer from a remote Web site;

(2) an Internet data transfer technique that allows the user to see and hear audio and video files. The host or source compresses, then "streams" small packets of information over the Internet to the user, who can access the content as it is received.

**Streaming media player** A software program which decompresses audio and/or video files so the user can hear and/or see the video or audio file. Some examples are Real Player, Windows Media and Quick Time Player.

**Streaming video** A file made up of 'moving images' that is sent in compressed form over the Internet and displayed by the viewer as it arrives. Streaming media is streaming video with sound. With streaming video or streaming media, a user does not have to wait until a large file is downloaded to their PC before seeing the video or hearing the sound. Instead, the media is sent in a continuous stream and is played as it arrives. The user needs a player which is a special program that decompresses and sends video data to the display and audio data to the speakers. A player can be either an integral part of a browser or downloaded from a software maker's Web site.



Streaming video is usually sent from pre-recorded video files, but can also be distributed as part of a live broadcast 'feed'.

**Strip** A television program that is aired on successive days during the same time period, e.g., talk shows, off-network shows. Also refers to buying commercials each day of telecast within this type of programming.

**Strip scheduling** Programme timing technique employed by some television stations whereby the same (or very similar) programmes begin and end at the same time each day.

**Stripping** Positioning film negatives or positives of copy and illustrations for the purpose of creating a printing plate for that ad or page. Also referred to as image assembly.

**Stylist** Hair and/or makeup artist on a television shoot.

**Subcultures** Smaller groups within a culture that possess similar beliefs, values, norms, and patterns of behavior that differentiate them from the larger cultural mainstream.

**Subdomain** The traditional portion of a domain name where "www" is location is said to be a third level or subdomain of the primary domain.

**Subhead** A display line within the body of a text, serving as a subtitle for the portion of the text that follows.

**Subliminal** Subliminal persuasion is the use of an advertising message presented below the threshold of consciousness. A visual or auditory message that is allegedly perceived psychologically, but not consciously. Also called subception.

**Subliminal advertising** Concealed appeal to consumers' unconscious awareness to buy product.

**Subliminal perception** The ability of an individual to perceive a stimulus below the level of conscious awareness.

**Subliminal persuasion** An advertising message presented below the threshold of consciousness. A visual or auditory message that is allegedly perceived psychologically, but not consciously.

**Submission** Refers to content submitted or suggested to a search engine or directory. Several search engines and directories supply forms for users to complete to suggest or pay for content to be included. In most cases the actual submission should be optimised to include relevant keyphrases to increase the chances of being found in a search.

**Submit it** The long reigning champ of search engine submissions. Free service but will charge for premium service.

**Subscriber** A household or business that legally receives cable and/or pay television service for its own use.

**Subway advertising** Advertising panels located in subway or commuter rail stations or on transit platforms. Sizes vary.

**Subway card** An advertising poster attached to the interior of a subway car.

**SUG** To sell someone a product, or at least to try to, under the guise of conducting market research (as you're "Selling Under the Guise"). A new trick of free-market capitalism, recorded in the new Concise Oxford Dictionary.

**Sunday supplement** A local or nationally edited magazine included with the Sunday newspaper.

- Super (superimposed words)** A visual text tag, usually in the final frames of the commercial.
- Super affiliate** An affiliate capable of generating a significant percentage of an affiliate program's activity.
- Super king bus posters** Posters affixed to the sides of buses. Typically Super-King posters have the most copy area with dimensions 30" x 240".
- Superagencies** Large external agencies that offer integrated marketing communications on a worldwide basis.
- Superimposition (super)** A process in TV production where an image, words, or phrases are imposed over another image.
- Superscripts** Words superimposed at the bottom of the video screen.
- Superside** Banner shaped bus-side poster site, most often situated on the nearside of the bus, to be seen by a pedestrian audience.
- Supersite** Poster site which is larger than a 96 sheet.
- Superstations** Independent local stations that send their signals via satellite to cable operators that, in turn, make them available to subscribers (WWOR, WPIX, WGN, WSBK, WTBS).
- Supertitials** Rich media advertisements that download in the background while a visitor is reading a web page and launch a browser window only when it has complete downloaded. They are attractive to advertisers as they permit larger and more interactive ads than a traditional banner and since they preload in the background are not as annoying as pop ups and intersitials.
- Supplement** A special newspaper feature section usually in magazine format and distributed in Sunday editions. Also referred to as Sunday supplement or Sunday magazine.
- Supplementary media** Non-mass media vehicles that are used to promote products, e.g., Point-of-purchase advertising.
- Supplier** Companies that sell goods or services to an advertising agency for their use in constructing advertisements, e.g., design studios, color houses, printers, and paper producers.
- Support advertising** A form of direct marketing in which the ad is designed to support other forms of advertising appearing in other media.
- Support argument** Consumers' thoughts that support or affirm the claims being made by a message.
- Support media** Those media used to support or reinforce messages sent to target markets through other more "dominant" and/or more traditional media.
- Support personnel** Employees who facilitate the selling function but do more than solely participate in selling.
- Suppression** Using names on one tape (a customer file) to suppress or drop names from another tape (a prospect file).
- Surface arteries** Major streets of city or town that are easily accessible.
- Surfing** Exploring World Wide Web. Commonly seen as "surfing the 'net.'"
- Survey methods** Interviews by mail or telephone and personal interviews.
- Swatch proof** A sample of the material for a promotional product, with the customer's

artwork printed on it in the specified colors.

**Sweep periods** The times of year in which television audience measures are taken (February, May, July, and November).

**Sweeps** Refers to a time during the months of November, March, and May, when both Nielsen and Arbitron survey all local market broadcast media for the purpose of rating the stations and their programming.

**Sweepstakes** An offer promising a randomly drawn prize to all respondents, regardless of whether they buy your product. Those who do not buy, but still respond to the sweepstakes may be valuable names for rental or for other offers. In comparison to buyers, sweepstakes respondents are generally much less valuable.

**SWOT** Acronym for the analysis of a brand's strengths, weaknesses, opportunities, and threats. It is often used for planning.

**Syndicated data services** Organisations that collect general information and sell it to clients.

**Syndicated program** A television or radio program that is distributed in more than one market by an organization other than a network.

**Syndicated research** A study initiated by a research supplier to which subscriptions are sold.

**Syndication** An option that allows you to extend your reach by distributing ads to additional partner sites.

**SYSOP** The person responsible for the day-to-day operations of a computer system or network. In large corporations, this person can be the head of the IS (Information Systems) Department.

**System integrator** Someone who can integrate the functions that have been outsourced to several different companies.

# T

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**T1** A type of high speed Internet connection used by ISPs and web hosting companies to connect to the Internet. A T1 can process 154,000 bps or 1.54 mbps (megabits per second). A 56K dial up modem can transfer 56,000 bps.

**T3** A type of high speed Internet connection used by ISPs and web hosting companies to connect to the Internet. A T3 can process 4,500,000 bps or 45 mbps (megabits per second). A T1 can transfer 154,000 bps or 1.54 mbps.

**T commerce** Electronic commerce on interactive television.

**T & C** Terms & conditions.

**T.V.R.(television rating)**. One TVR = 1% of a specified target audience group. A sum total of TVRs represents a gross total of individual viewings expressed as a percentage of the 'universe' of that particular audience group, e.g say there are 1,210,000 Adults aged 15-34 in a particular TV area (ie that is the Adults 15-34 universe), then a level of 54 ratings would equate to 54% of 1,210,000 = 653,400 viewings (usually called 'impressions' or 'impacts').

A level of 250 ratings would equate to 3,025,000 impressions. Note that these viewings will also include duplication (clearly the maximum audience is 100%). If these gross impressions were experienced by only 75% (907,500) of the Adults 15-34 universe, then 3,025,000 gross impressions experienced by 907,500 Adults 15-34 means that the average opportunity-to-see for this group was  $3,025,000/907,500 = 3.33$ . TVRs are a useful shorthand, reducing all calculations to percentages. Here, we would divide 250 TVRs by 75% coverage to get our OTS of 3.33. But the 'thousands' values are required in the calculation of costs-per-thousand.

**TAB** Short for tabloid, Which is a section about half the size of a standard or broadsheet section. The Post's ROP tabs measure 5 columns (10") wide by 12" deep.

**Tabloid (tab)** A newspaper or section of the newspaper which is half or less than half the dimension of a standard newspaper format in size.

**Tachistoscope testing** A method used in advertising and packaging recall tests.

Used to measure a viewer's recognition and perception of various elements within an ad by using the different lighting and exposure techniques of a Tachistoscope - a device that projects an image at a fraction of a second.

**Tactile communication** Interpersonal communication through touching, including shaking hands.

**Tag image file format (TIFF)** A file format for graphics developed by Aldus, Adobe and Apple that is particularly suited for representing scanned images and other large bitmaps. The original TIFF saved only black-and-white images in uncompressed forms. Newer versions support color and compression. TIFF is a neutral format designed for compatibility with both Macintosh and MS-DOS applications.

**Tag line** A slogan or phrase that conveys the most important product attribute or benefit that the advertiser wishes to convey. Generally, a theme to a campaign and appears in a banner. May also appear as clickable text beneath a banner and when clicked on redirects the browser to the same page as the visitor would have gone to if they had clicked on the banner.

**Tagging** Length of time available on a television or radio ad for sponsor identification/tag.

**Talent** Primarily refers to actors used in advertising. Can also refer to voice performers, musicians, etc.

**Talent agency** Group engaged in the employment and payment of actors, voice performers, and musicians etc. used in advertising.

**Tangible** Can be directly perceived through the senses, such as by visual inspection or the sense of touch. *Example:* "This car has a V-8 engine."

**Tape** Magnetic tape is 1/2 inch wide, and holds about 300,000 customer records (depending on its size). Tape records are sequential (one after the other) whereas disk records can be in random order. Tape is the cheapest way to store information, but the data is hard to get at. Tape is used for backup and for sending information from one computer to another. Direct marketing tapes are 9 track, and 1600 or 6250 bytes per inch. They are ASCII or EBCDIC.

**Target audience** The consumer group most likely to buy a specific product and identified by region, age, demographics, or economic status. The target audience might be as wide as "adults aged 35-54," or as narrow as "female high school prom-goers in Wabash, Indiana." Effective ads are created and placed in media with the target audience clearly in mind.

**Target market profile** A demographic and psychographic description of a target market.

**Target marketing** The process of identifying the specific needs of segments, selecting one or more of these segments as a target, and developing marketing programs directed to each.

**Target publics** An organisation's target audience: customers, employees, shareholders, trade bodies, suppliers, government officials and society in general.

**Target rating points (TRPs)** An estimate of the percentage of the target audience that



will be exposed to a television or radio commercial.

**Targeted** Refers to advertisements that are aimed, on the basis of demographic analysis, at one specific subsection of the market.

**Targeted ads** The ability to deliver the most appropriate ad to a user primarily through content, demographic profile, or browser targeting. Advanced targeting techniques consider users behavior and predict behavior based on user affinities and similarities to other uses.

**Targeted marketing** Banners or other promotions aimed, on the basis of demographic analysis, at one specific subsection of the market.

**Targeting, ad targeting, targeted, targeted ads** Targeting enables you to show your ad only to those users who specify particular keywords. Search advertising also enables you to target your ads to the right customers at exactly the right time — when they are looking for your product or service. Targeting works hand in hand with relevance to improve the effectiveness of your search advertising campaign. Targeting refers to the means by which advertisers attempt to reach a desired audience through choice of category (in an ad network), choice of web site, choice of demographic, geographic location, or whatever other criteria the advertiser finds interesting. Targeted ads command higher CPM rates than non-targeted ads, with the most finely targeted, site-specific, usually earning the highest rate.

**Taxi display/taxi tops** Advertising structures that are part of taxicabs, on the roof, rear or window.

**Taxonomy** A set of agreed-upon principles according to which information can more logically be stored in an information retrieval system. The term is used in science to describe the classification of natural elements

**TCP (transmission control protocol)** Works with IP to ensure that packets travel safely on the Internet. This is the method by which most Internet activity takes place.

**TCP/IP** A communications protocol that connects a number of different networks designed by different vendors into a network of networks otherwise known as the Internet. It works in layers with TCP being responsible for verifying the correct delivery of data from client to server and IP being responsible for moving packets of data from node to node.

**TCP/IP transmission Control Protocol/Internet Protocol.** A language allowing different types of computers to communicate over a network.

**Team approach** A method of measuring the effectiveness of public relations programs whereby evaluators are actually involved in the campaign.

**Tear sheets** A page cut from a magazine or newspaper that is sent to the advertiser as proof of the ad insertion. Also used to check color reproduction of advertisements.

**Teaser** Single advertisement or advertising campaign aimed at arousing interest and curiosity.

**Teaser advertising** An ad designed to create curiosity and build excitement and interest in a product or brand without showing it.

**Teaser campaign** An advertising campaign aimed at arousing interest and curiosity for a product.

**Technical salespeople** Employees who give technical assistance to current customers.

**Telemarketing** Talking on the telephone to prospects or customers. Inbound telemarketing is usually customers or prospects calling your toll-free number. Outbound telemarketing is when you place the call to a prospect or customer. Telemarketing can be done by your in-house staff or by an external telemarketing company.

**Tele-media** The use of telephone and voice information services (800, 900, 976 numbers) to market, advertise, promote, entertain, and inform.

**Telephone surveys** Surveys in which respondents' answers to a questionnaire are recorded by interviewers on the phone.

**Television network** The provider of news and programming to a series of affiliated local television stations.

**Tensile claims** Price claims that show the upper or lower range of percentage savings on a selection of products.

**Teoma** Teoma is one of the internet's full spidering search engines. Delivers results to parent company AskJeeves.

**Term vectors** Term vectors map associations between keywords based on the frequency and location of term when used in search queries. Apple has a high vector relation to "fresh fruit", but is not to "fruit of the loom".

**Terminal** A device that looks like a television screen with a keyboard which, when

hooked up to a computer, enables you to enter data into the computer, and receive data from it which you see on the screen. The alternative to a terminal is a PC.

**Terminal posters** Floor displays, island showcases, electronic signs, and other forms of advertisements that appear in train or subway stations, airline terminals, etc.

**Terms & conditions** The details of the contract accompanying an insertion order.

**Test database** All marketing databases should have a companion test database which programmers use to write and test new software before it goes on the production database.

**Test market** A certain marketing area (usually a DMA or SMSA) chosen to test a new product or a new advertisement.

**Test market spot** A spot used exclusively on the test market and monitored for its effectiveness.

**Test of comprehension and reaction** Advertising effectiveness test that are designed to assess whether the ad conveyed the desired meaning and is not reacted to negatively.

**Testimonial** A statement, often given by a celebrity, affirming the value of a product, event or service. The authority, glamour, character or special knowledge of a celebrity can reflect on the advertised product. Michael Jordan, perceived as an expert on sports footwear, speaks for Nike. Customer testimonials are also commonly used.

**Testing bias** A bias that occurs in advertising effectiveness measures because respondents know they are being tested and thus alter their responses.

**Testing/research** Results from focus groups and other market research to gauge the potential effectiveness of a message, concept or advertisement.

**Text ad** An ad designed for text delivery, with concise, action-oriented copy and a link to your website. Because they are not accompanied by graphics, text links are easy to create and improve page download time. Also known as a sponsored link.

**Text links** Text that is hyperlinked to another web page. Can be found on web sites or in newsletters and email. Often identified by appearing in blue with a line under it. When clicked on, the visitor will be taken to the page the text was hyperlinked to.

**Text link exchange** Network where participating sites display text ads in exchange for credits which are converted (using a predetermined exchange rate) into ads to be displayed on other sites.

**Textual ad impressions** The delivery of a text-based advertisement to a browser. To compensate for slow Internet connections, visitors may disable "auto load images" in their graphical browser. When they reach a page that contains an advertisement, they see a marker and the advertiser's message in text format in place of the graphical ad. Additionally, if a user has a text-only browser, only textual ads are delivered and recorded as textual ad impressions.

**TGI (target group index)** Syndicated data concerning product usage and media habits for the major demographic sub-populations. Data are gathered and published by the Axiom Market Research Bureau, Inc.

**The clios** Annual awards given for excellence in radio and television advertising.

**Theater testing** An advertising effectiveness pretest in which consumers view ads in a theater setting and evaluate these ads on a variety of dimensions.

**Theme** Subject or topic conveyed in an advertisement.

**Theme engine** A theme engine is a search engine that indexes entire sites as one giant page. They then use only the most relevant keywords found to determine your sites theme. By determining a theme search engines hope to return more accurate results.

**Third class** Over 85% of all U.S. mail carrying advertising or promotion is sent by third class. It is much less costly than first class. It usually requires postal pre-sort.

**Third party ad server** Independent outsourced companies that specialize in managing, maintaining, serving, tracking, and analyzing the results of online ad campaigns. They deliver targeted advertising that can be tailored to consumers' declared or predicted characteristics or preferences.

**Third party endorsement** A recommendation from an opinion leader or respected personality used to increase the credibility of publicity and public relations.

**Thirty(30) sheet poster** The largest poster size which is about half the size of a traditional billboard measuring 12' 3" by 24' 6" in overall size.

**Threshold** The frequency level required to achieve an effect. (Note: an ad may need

to achieve an average frequency of 3 before it is remembered.)

**Throughput** The amount of data transmitted through internet connectors in response to a given request. Neat term. The more “throughput” you deliver to your customers, the better (if you’re charging enough).

**Throw away domain** A domain name that has little value. These are most often used to test out new search engine optimization tactics and they may get banned.

**Throwaway** A handbill or some other printed matter distributed free to residences and containing local advertising; a novelty item used to entice consumers into buying an item for sale.

**Thumbnail** A rough, simple, often small sketch used to show the basic layout of an ad.

**Tie in** A campaign to link products, media, or markets.

**Tiers** Programming services beyond the basic offerings at an additional price increment.

**Tiger** A Census system for mapping the entire United States by blocks, complete with roads and other landmarks. Customers and prospects can be shown on a map using geodemographic codes to represent where they are.

**Tile** A very small banner ad, sometimes without click thru features.

**Time compression** A technique used in broadcast production to delete time from television commercials.

**Time slot** A specific time bought for airing a commercial on radio or television.

**Title** An element of a web page which appears in the top left of most browsers. It is also the part of a directory submission that represents the title of the website. Arguably one of the most important parts of SEO is ensuring an optimised title or unique titles across all pages of a website.

**Title tag** HTML tag used to define the text in the top line of a Web browser, also used by many search engines as the title of search listings.

**TLD top level domain (TLD)** Is the domain name extension that follows a domain name. For example in the US .com is used for businesses, .edu for education institution, .net for networking companies, .gov for government agencies, .mil for the military and .org for non profit organizations.

**Token** A tracer or tag attached by the receiving server to the address (URL) of a page requested by a user. A token lasts only through a continuous series of requests by a user, regardless of the length of the interval between requests. Tokens can be used to count unique users.

**Toolbar** With reference to search engines, toolbars are browser add-ons provided by the search engines. These toolbars often include a search box, shortcuts to the different sections of the search engine, additional page information etc.

**Top 10** The top ten search engine results for a particular search term.

**Top down approaches** Budgeting approaches in which the budgetary amount is established at the executive level and monies are passed down to the various departments.

**Top level page** Some search engines call your default page (usually something like index.html, index.htm, default.asp etc.) your top-level page. When they say “submit only your top-level page”, it means that they probably have a spider that will find the rest of your pages from there. It’s always a good idea to have a link from your top-level page to your sitemap.

**Total ad impressions** The total of all graphical and textual ad impressions delivered, regardless of the source.

**Total audience/readership** A combination of the total number of primary and pass-along readers multiplied by their circulation of an average issue of a magazine.

**Total visitors** Total number of browsers or individuals which have accessed a site within a specific time period.

**Total visits** Total number of browsers accessing a Web site within a specific time period. Total visits should filter robotic activity, but can include visits from repeat visitors.

**Tracking** Online advertising opens the opportunity to track audience response throughout the life of your campaign. Tracking and reporting tools can help you learn as you go, so you can refine your ad creative, placement options, and spending levels if you’re not seeing the results you expect. The publisher of your ads typically will provide reports on ad impressions and clickthrough. For additional analysis of your traffic and actual customer conversion rates, you’ll need to build tracking mechanisms into your website.

**Tracking code** The code placed on your website to track the conversion and the visitors visiting the website.

**Tracking domain** A domain specifically created to measure traffic delivered to a website.

**Tracking study** Expression used by some to describe extended awareness-only surveys, which provide regular data at fixed intervals.

More commonly applied to surveys which incorporate movements in awareness, selling price, attitude measures, sales data, etc., preferably all reported at regular common fixed intervals and all related to the deployment of media advertising weight/funds.

**Trade advertising** Advertising designed to increase sales specifically for retailers and wholesalers.

**Trade character** People, characters, and animals that are used in advertising and are identified with the products, e.g. Jolly Green Giant and Tony the Tiger.

**Trademark** An identifying name, symbol, or other device that gives a company the legal and exclusive rights to use.

**Trade magazines** Magazines edited specifically to reach members of occupational groups, with advertising correspondingly directed to these groups.

**Trade name** The name used by a company to describe and distinguish its brand of a generic product. Kleenex is a trade name for a brand of tissue; Xerox, a single brand of copier.

**Trade out** A barter arrangement for the exchange of commercial time, advertising space, products, or services.



**Trade regulation rules (TRRs)**

Industrywide rules that define unfair practices before they occur. Used by the Federal Trade Commission to regulate advertising and promotion.

**Trade sales promotion methods** Techniques that encourage wholesalers, retailers or dealers to carry and market a producer's products.

**Trade salespeople** Employees who take orders as well as help trade customers promote, display and stock their products.

**Trade show** A convention at which advertising agencies or related companies show and compare products and ideas. Companies frequently underwrite elaborate displays, receptions, presentations and giveaways for trade shows in their industry.

**Trade stimulants** Sales promotions directed toward retailers and distributors that are designed to motivate them both and increase sales.

**Trade-oriented sales promotion** A sales promotion designed to motivate distributors and retailers to carry a product and make an extra effort to promote or "push" it to their customers.

**Trading stamps** Stamps, dispensed in proportion to the amount of a consumer's purchase, that can be accumulated and redeemed for goods.

**Traffic** Generally measured by the amount of visitors to a website. Hitwise Search Marketing measures search generated traffic separately by recording referrals from known search engines and directories.

**Traffic audit bureau (TAB)** Independent organization made up of ad executives

and advertisers. They audit outdoor plants around the country using standard measuring procedures for traffic counts. These numbers are eventually converted into DEC's (daily effective circulation).

**Traffic builder** A promotional tactic using direct mail. Designed to draw consumers to the mailer's location.

**Traffic count** The number of vehicles that pass an out-of-home unit each day. Used to calculate DEC.

**Traffic instructions** Instructions the advertiser gives to stations regarding the proportion of airtime to be allotted each advertisement.

**Transfer** The successful response to a page request; also when a browser receives a complete page of content from a Web server.

**Transformational advertising** An ad that associates the experience of using the advertised brand with a unique set of psychological characteristics that would not typically be associated with the brand experience to the same degree without exposure to the advertisement.

**Transit advertising** Advertising displays affixed to moving vehicles or in the common areas of transit stations, terminals and airports. Transit displays include, but are not limited to: interior and exterior bus panels, subway and rail panels, airport panels, taxi panels and truckside panels.

**Transit shelter** Structures for people to wait for public transportation at. Out-of-home companies often create advertising space on them for traffic and pedestrians.

**Transitional ad** An ad that is displayed between Web pages. In other words, the

user sees an advertisement as he/she navigates between page 'a' and page 'b.' Also known as an interstitial.

**Transitional pop up** An ad that pops up in a separate ad window between content pages.

**Translate** To schedule the equivalent weight of a national media plan in a given market, or to project national activity from a local market plan.

**Transparency** A positive, color photographic image on clear film.

**Transparent ink** Ink used in four color printing process that allows for colors underneath the ink to show through.

**Transpose** To switch the position of two elements such as letters, words, copy blocks or artwork.

**Trap** To combine different layers of colors in order to create various colors in the four color printing process.

**Trap door** A trap door is a type of banner advertisement that leads to a page that does not easily allow the visitor to return to the previous page the banner was on. This is accomplished by using a meta refresh tag set to 0 on the destination page immediately sending them to another page or launching a browser windows that has hidden the browsers back button.

**Tri vision** Advertising display usually the size of a traditional billboard that uses moving panels to rotate its surface. This shows three different ad messages in predetermined order and for set amounts of time each, usually 6 or 7 seconds.

**Trial stage** The stage of the product adoption process when individuals use or experience the product for the first time.

**Trick banner** A banner that advertises something that actually isn't, or has appears to have features it actually doesn't. For example, a banner that advertises "free money – Click Here!" but takes people to a porn site is a trick banner. Another example is a banner that appears to have clickable text links, but the text links don't actually work.

**Triggers** A command from the host server that notifies the viewer's set-top box that interactive content is available at this point. The viewer is notified about the available interactive content via an icon or clickable text. Once clicked by using the remote control, the trigger disappears and more content or a new interface appears on the TV screen.

**Trim size** Size of a magazine or newspaper after its pages have been printed and trimmed.

**Trope** A metaphor.

**Truckside advertising** Also referred to as truck advertising. Third party Ads are affixed to panels on the sides, front or rear of local delivery trucks and long haul big rig trucks owned by others.

**Trustworthiness** The honesty, integrity, and believability of the source of communication.

**Turnover** The rate of audience change for a specific program during a specific amount of time.

**Two sided message** A message in which both good and bad points about a product or claim are presented.

**Two step approach** A direct-marketing strategy in which the first effort is designed to screen or qualify potential

buyers, while the second effort has the responsibility of generating the response.

**Two tier affiliate program** Affiliate program structure whereby affiliates earn commissions on their conversions as well as conversions of webmasters they refer to the program.

**Type font** Refers to the complete alphabet for a specific typeface.

**Typeface** The size or style of a specifically designed alphabet. Type can express the tone of your communication – humorous, serious, attention-getting, etc. There are hundreds of typeface choices.

**Typography** The art and technique of selecting a specific typeface design (size, weight, and style) for maximum readability and appropriate aesthetic appearance.



# U

**U&A (usage and attitude study)** Major research study which incorporates factors such as product purchase, usage, attitudes and awareness and may also incorporate media exposure data.

**UHF (ultra high frequency)** The TV broadcast band between channels 14-83.

**UMTS (universal mobile telecommunications system)** Broadband, packet-based transmission of text, digitized voice, video, and multimedia at data rates up to and possibly higher than 2 megabits per second, offering a set of services to mobile computer and phone users no matter where they are located in the world.

**Unaided or spontaneous recall test** A test in which subjects are asked to identify advertisements that they have seen recently but are given no clues to help them remember.

**Unaided recall** A research method in which a respondent is given no assistance in answering questions regarding a specific advertisement.

**Uncommercial** An anti-consumer advertisement of the type that is

increasingly hitting TV screens in North America. The message: shopping isn't all life is about - know that you are being manipulated. Also known as a subvertisement.

**Underdelivery** Delivery of less impressions, visitors, or conversions than contracted for a specified period of time.

**Undernet** An alternative IRC which is accessed through a normal, or public, chat area. Its access is limited, and it is usually used for private conversations. But be warned: unless you are behind a sophisticated firewall, little on the net is truly private.

**Underrun** The number of displays or printed material short of the number specified in the order.

**Undifferentiated marketing** A strategy in which market segment difference are ignored and one product or service is offered to the entire market.

**Unduplicated audience** The number of unique individuals exposed to a specified domain, page or ad in a specified time period.

**Unduplicated reach** The number of persons reached once with a media exposure.

**Unfair advertising** Advertising that is likely to harm the consumer. The FTC has the power to regulate unfair advertising that falls within a very specific legal definition.

**Unilluminated unit** Billboard not equipped with lighting for nighttime illumination.

**Unique cover** Pertaining to audience coverage which is achieved by using specific media or advertising units (commonly TV spots) only. The omission of the specified units would result in a fall in net coverage, so their contribution to coverage-building is 'unique'.

**Unique page views** The total number of unique pages on a website by a unique visitor.

**Unique selling proposition** An advertising strategy that focuses on a product or service attribute that is distinctive to a particular brand and offers an important benefit to the customer.

**Unique URL tagging** The practice of embedding uniquely identifying code into URLs in HTML content. This allows the web site to identify visitors and how often they visit.

**Unique users** Unique individual or browser which has either accessed a site or which has been served unique content and/or ads such as e-mail, newsletters, interstitials and pop-under ads. Unique users can be identified by user registration or cookies. Reported unique users should filter out robots. Unique users refers the the number of distinct individuals, as determined by IP address, user login, cookie, or some combination thereof, who

visit a web site or view a banner ad. Most ad networks favor sites which generate a large number of unique impressions over sites whose users view large numbers of pages. A typical ad network will often not show more than five or six individual ads of any one type to a single user in a single browser session. Ad networks for larger sites, such as Tribal Fusion, require sites to be visited by at least 1,000 unique visitors per day.

**Unique visitors** A term used to describe the total number of visitors to a site over a certain time period. The only way to accurately track this is to require each visitor to login with a unique user name to gain access to a site. Relying exclusively on IP addresses in a log file is not recommended as it would not take into consideration multiple users accessing ones site through the same IP address such as would happen at companies and schools. Cookies are also used sometimes, but since they can be disabled or cached, they cannot be relied upon exclusively.

**Unique visitor and user session** A unique IP address visiting a website for the first time in a specified period. Unique visitor is more often associated with long periods of time, such as a month. User session is more often associated with shorter periods of time, such as 30 minutes. Both are valuable traffic metrics for many websites. Frequency control in ad campaigns is a function of unique visitor and user sessions.

**Unit** A poster panel or painted bulletin.

**Universe** All homes in a market, also known as HHs or a demographically defined group such as adults 25-54.



**Unix** Unix is available in many varieties and is the most popular OS for Internet web servers. Another popular OS is Linux, which is based on Unix.

**Unresolved IP addresses** IP addresses that do not identify their 1st or 2nd level domain. Unresolved IP addresses should be aggregated and reported as such.

**Update** To modify a database record to insert new information into it, or to delete it. Updating is either done in batch mode (fast and cheap) or online (slow and costly).

**Upfront** The buying of national television advertising time for a full broadcast year, (generally September through August) via one negotiation. Upfront buying usually requires representation throughout all four quarters; allows cancellation options in the last six months of a buy and generally allows audience guarantees to advertisers.

**Up front buys** The purchasing of both broadcast and print early in the buying season.

**Up front market** A buying period that takes place prior to the upcoming television season when the networks sell a large part of their commercial time.

**Upgrade** When commercials air during higher rated viewing dayparts instead of during the lower rated dayparts as purchased.

**Upload** The process of transferring information from a local drive to a server - specifically when that information then becomes accessible via the Internet.

**Up sell** The process of making an additional offer for related products/services to a

customer after they have committed to a sale but before they have completed the transaction.

**UPS (uninterruptable power supply)** A system of batteries that permits a mainframe to keep going even when the power fails. It is usually connected to a diesel generator that kicks in as soon as the batteries have begun to be needed.

**Upscale** A term used to define individuals on the upper end of the socio-economic ladder, i.e., better educated, higher income.

**Urban panel** Above ground panels in subway station entrances.

**URL (uniform resource locator)** An HTTP address used by the World Wide Web to specify a certain site. This is the unique identifier, or address, of a web page on the internet. URL can be pronounced "you-are-ell" or "earl." It is how web pages, ftp's, gophers, newsgroups and even some email boxes are located.

**URL tagging** The process of embedding unique identifiers into URLs contained in HTML content. These identifiers are recognized by Web servers on subsequent browser requests. Identifying visitors through information in the URLs should also allow for an acceptable calculation of visits, if caching is avoided.

**Usability** Usability is the degree to how efficiently and effectively users can accomplish what they are trying to do on your Web site.

**Usage limitations** Restrictions on the placement of a commercial (e.g., PSA use only).

**Use fees** In paid broadcast advertising, the fees paid to performers used in television commercials or radio spots. The fee is

based on the number of airplays and the number and size of media markets in which the advertisement will air. Use fees are paid in addition to holding fees.

**Usenet** Internet message boards, also known as Newsgroups. Each board has a theme, and there are tens of thousands of usenets concerning every imaginable topic. Many of them cover professional subjects and societies and are rich sources of business information; others are junk and contain little but mindless drivel.

**User agent string** A field in the server log file which identifies the specific browser software and computer operating system making the request.

**User centric measurement** Web audience measurement based on the behavior of a sample of Web users.

**User registration** Information contributed by an individual which usually includes

characteristics such as the person's age, gender, zip code and often much more. A site's registration system is usually based on an ID code or password to allow the site to determine the number of unique visitors and to track a visitor's behavior within that site.

**USP (unique selling point)** (1) Strongest possible product benefit (real or perceived) for the largest possible number of people. (A),

(2). The promise of an ad; a summary statement of the benefits of a product, it can be objective or subjective, rational or emotional, or combination of these. Buy this product and you will get this benefit. A good USP must have a specific product benefit that has not been claimed by any other seller.

**Utility** The value a consumer receives from a product's design.



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**Valid hits** A term used to differentiate between successful click throughs by individuals and those that may have resulted in a server error or were generated by a some kind of automated software program such as a search engine spider.

**Validity** A condition that exists when an instrument measures what it is supposed to measure.

**Value-added entertainment moment** What the US TV network NBC now calls a break between programmes. “Break” might get viewers switching over, but value-added entertainment, well, that’s showbiz.

**Values and lifestyles (VALS) research** A research method which psychologically groups consumers based on certain characteristics such as their values, lifestyles, and demographics.

**Vehicle** A specific channel or publication for carrying the advertising message to a target audience. For example, one medium would be magazines, while one vehicle would be *Time* magazine.

**Vehicle option source effect** The differential impact the advertising exposure will have on the same audience member if the exposure occurs in one media option rather than another.

**Velox** This is the word used when a picture of an ad is reproduced on photographic paper.

**Vertical banner** A banner ad that is more tall than it is wide. Most vertical banners are more commonly known as skyscraper banners.

**Vertical cooperative advertising** A cooperative arrangement under which a manufacturer pays for a portion of the advertising a retailer runs to promote the manufacturer’s product and its availability in the retailer’s place of business.

**Vertical discount** A reduced rate offered to advertisers who purchase airtime on a broadcast medium for a limited amount of time, e.g., one week.

**Vertical publications** Publications whose editorial content deals with the interests

of a specific industry, e.g., National Petroleum Magazine and Retail Baking Today.

**Vertical rotation** The distribution of broadcast spots at different times within the same day.

**VGP** Very good positioning

**VHF (very high frequency)** The TV broadcast band between Channels 2-13.

**Video advertising** Advertisements appearing in movie theaters and on videotapes.

**Video news release** News stories produced by publicists so that television stations may air them as news.

**Viewer** Person viewing content or ads on the Web. There is currently no way to measure viewers.

**Viewing area** This is the entire area of the poster which can be viewed after poster has been installed.

**Vignette** (1) An illustration that has soft edges, often produced by using cutouts or masks.

(2) A photograph or halftone in which the edges, or parts of, are shaded off to a very light gray.

**Vinyl** A sheet of material on which an advertising message is either painted or printed onto for the purpose of outdoor display.

**Viral marketing** A marketing strategy which encourages the target audience to pass on information to others, often using online media and attaching a brand's name or message to the information circulated, with the result (if successful) that very

large numbers of recipients are exposed to the activity.

**Virus** These are programs that can be downloaded onto your computer or network from the internet. Some are harmless, others are programmed to destroy your system, trash your files and disable your software. No kidding. So be careful. Use anti-virus programs. They take a few extra minutes every day to use, but the protection is worth it.

**Visit** The number of distinct visits to a web site within a specified time period, such as one day or one month. Visits are an imprecise term and numbers may vary considerably depending on the type of calculation used, but many log and statistical applications define a visit as a single browser session by a single IP address. Multiple browser sessions by the same visitor will often be counted as a single visit if the time frame within which they occur is short. Because of the often arbitrary and imprecise methods used to determine visit counts, the term is of comparatively little statistical value. Page views and unique visitor counts, computed individually and in combination, are far more useful in determining the relative popularity of a web page or web site.

**Visit duration** The length of time the visitor is exposed to a specific ad, Web page or Web site during a single session.

**Visitor** Individual or browser which accesses a Web site within a specific time period.

**Visitor to sales ratio** The number of people who have visited a site divided by the number of people who made a purchase on that site.

**VOD** Short for video-on-demand, An umbrella term for a wide set of technologies and companies whose common goal is to enable individuals to select videos from a central server for viewing on a television.

**Voice over** (1) The technique of using the voice of an unseen narrator or commentator in motion pictures or television (DAT).

(2) Indication on a storyboard that someone is speaking "off camera."

**Voice pitch analysis (VOPAN)** An advertising research technique of analyzing a subject's voice during their responses, to test their feelings and attitudes about an ad.

**Volume discount** A price discount often offered to advertisers willing to commit to a certain quantity of page impressions at a certain rate.

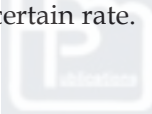
**Volunter directory** A Web directory staffed primarily by unpaid volunteer editors.

**Vortal** The term is used to describe portals that focus on one specific (vertical) topic. In other words, they target at a specific group of people - like programmers, SEO specialists etc. - by providing in-depth information on that topic.

**VPN** Virtual private network.

**VPS (viewers per set)** The number of viewing individuals within a demographic group, divided by the number of television sets in use. Most often expressed as viewers per 100 viewing households.

**VRML (virtual reality modeling language)** This is an online programming language for creating three-dimensional programs. Looks pretty, but at current bandwidths it's very slow.







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**W3** World wide web.

**W3C** World wide web consortium.

**WAA (wireless advertising association)**

Trade association promoting wireless advertising. Members include: hand held device manufacturers, software providers, carriers and operators, agencies, retailers, and advertisers.

**WAI** Web accessibility initiative.

**WAIS (wide area information server)**

WAIS, pronounced "ways," search for data through online gopher databases. Unless you are looking for scientific or technical information, look somewhere else.

**Waiting list** A list where an advertiser can place themselves next in line for a billboard or other display that is currently unavailable.

**Wallscape** Murals painted or attached directly onto the exterior surface of a building.

**WAN (wide area network)** A group of computers connected together (a network) which are not located at the same physical location.

**Want** A felt need shaped by a person's knowledge, culture, and personality.

**Want ad** Classified recruitment ad; an advertisement for personnel; also known as "help wanted" ads. The Motto agency utilizes an eight-point check list of criteria that maximize response to help-wanted ads.

**WAP (wireless application protocol)** A specification for a set of communication protocols to standardize the way that wireless devices, such as cellular mobile telephones, PDAs and others can be used for Internet-based access.

**WAP device** Any device (e.g., mobile phone, PDA, or simulator) that allows access to wireless content.

**WAP phones** Mobile phones which utilize wireless application protocol technology to access the Internet. The screen on a WAP phone can be used to deliver ads.

**Wash drawings** Tonal drawing, similar to watercolor, intended for halftone reproduction.

**Wash its face** To earn enough in terms of revenue and brand loyalty to make a

special offer worthwhile (as in “But will our value-added complimentary soap offer wash its face?”). Currently favoured by marketing departments.

**WASP (wireless applications service provider)** An organization that provides content and applications for wireless devices.

**Waste circulation** (1) Advertising in an area where the product or service is not available or has no sales potential.

(2) Persons in an advertiser’s audience who are not potential consumers.

**Waste coverage** A situation where the coverage of the media exceeds the target audience.

**Wave posting** Concentration of poster showings in a succession of areas within the market. Usually coincides with special promotions in each of these areas by the advertiser.

**Wave scheduling** An advertising strategy that consists of scheduling space in the media in intermittent periods, e.g., two weeks on, two weeks off.

**Wear out** The point reached when an advertising campaign loses its effectiveness due to repeated overplay of ads.

**Weasels** Components of an advertisement that deliberately suggest the product does something it may not do.

**Web beacon** A line of code which is used by a Web site or third party ad server to track a user’s activity, such as a registration or conversion. A Web beacon is often invisible because it is only 1 x 1 pixel in size with no color. Also known as Web

bug, 1 by 1 GIF, invisible GIF and tracker GIF.

**Web browser** A software application that allows for the browsing of the World Wide Web.

**Web copywriting** Copywriting specifically aimed at an online audience. It shares many of the ground rules of offline copywriting, but has quickly evolved to become a stand-alone science. Although there are many who feel copywriters should focus on converting visitors to customers and not be concerned with getting visitors, there are strong arguments for SEO considerations to form part of web copywriting

**Web design** The selection and coordination of available components to create the layout and structure of a Web page.

**Web directory** Organized, categorized listings of Web sites.

**Web hosting** The business of providing the storage, connectivity, and services necessary to serve files for a website.

**Web page** A document that can contain text, graphics, sound or video and displayed in a browser window accessible on the world wide web. Multiple web pages make up a “web site”.

**Web server** A computer connected to the Internet for the purpose of serving a web sites web pages to visitors on the world wide web.

**Web site** A place on the world wide web that’s comprised of files organized into a hierarchy. Each file or document contains text or graphics that appear as digital information on a computer screen. A site can contain a combination of graphics,

text, audio, video, and other dynamic or static materials.

**Web site traffic** The amount of total visitors and unique visits to a Web site.

**Web site usability** The ease with which visitors are able to use a Web site.

**Webcasting** A process where by sound and/or video is broadcast online. The process can deliver live or prerecorded information. Often advertisements are inserted at the beginning of the broadcast.

**Webcrawler** A large search engine owned by Excite.

**Weblog** It started out as referring to specific content management software (blogger), and has transitioned into a description for a wide range of personal pages, journals, and diary type setups.

**Webmaster** The individual assigned to administering a corporation or organization's web site. This person lays out the information trees, designs the look, codes HTML pages, handles editing and additions and checks that links are intact. In addition, he or she monitors, routes and sometimes responds to email generated by the site.

**Webmercials** Full screen animated ads accompanied by professional voice over and sound effects. Usually appear between web pages for 5-30 seconds and used for branding purposes.

**Weighting** Describing the technique search engines use to compare the relevance of different documents to a query. Search engines effectively "weigh" different pages based on things like the occurrence of keywords in the title etc. in order to list documents in order from most to least relevant.

**Wheeler lea amendment** An act of Congress passed in 1938 that amended section 5 of the FTC Act to read that unfair methods of competition in commerce and unfair or deceptive acts or practices in commerce are declared unlawful.

**White mail** Mail received from a buyer or donor who has not included the response device, so you cannot determine the source code of the offer which promoted their purchase or gift.

**White space** Unoccupied parts of a print advertisement, including between blocks of type, illustrations, headlines, etc.

**Whois** A search that provides the company name, address, and contact information of a visitor to a site. Whois lengthens the log analysis duration considerably.

**Wholesalers** Intermediaries who purchase products for re-sale to retailers, other wholesalers and producers, governments and institutions.

**Widow (or orphan)** A single line of text separated from the paragraph to which it belongs by a page or column break. Thus, it can be a single line at the bottom of a page or column or a single line at the top of the next page or column. It is standard printing practice to avoid widows by having no less than two lines of a paragraph occur before or after a page or column break.

**Wild spot** A radio spot, appearing in various slots and locales, neither regional nor national, or on a non-network station.

**Window ad** An individual who views a banner.

**Wipe** A transition of scenes in a visual production where one image appears to wipe the previous one from the screen.

**Wired HH's** Term to describe those households that subscribe to a cable service.

**Word of mouth communications** Social channels of communication such as friends, neighbors, associates, coworkers, or family members.

**Word painting** A technique used in the radio broadcast industry that uses highly descriptive words to evoke images in reading material as an attempt to place the listener into the scene.

**Word scrambled** Randomly sorting the words on a page is called word scrambling. A word scrambled page can be submitted to search engines for high ranking, yet the page will be unreadable by a human. By using cloaking, stealth, or other techniques, a web master can hide the scrambled page from all but the search engine spider.

**Wordtracker** A web-based service that enables you to research keywords for optimizing on your site.

**World wide web** The web allows computer users to access information across systems around the world using URLs to identify files and systems and hypertext links to move between files on the same or different systems. The web is a client/server information system that supports the retrieval of data in the form of text, graphics and multimedia in a uniform HTML format. Allowing hypertext links and interactivity on an unprecedented level, its introduction transformed a sleepy, academic communications system into a powerful marketing tool linking businesses and customers around the world.

**Wrap around ad** A roll of continuous printing. In the case of truckside advertising, a wrap-around describes advertising on two sides and the back of the truck.

**WYSIWYG (what you see is what you get)** A type of editor used for creating web pages.



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**X height** The height in a typeface of the letter x, which is also the height of all median letters (those without ascending or descending strokes). The height of type is measured from the top of the ascender to the foot of the descender. The greater the x-height of the median letters (such as x), the greater the perceived height of the text and its inherent legibility – and the greater the certainty of deciphering (the criterion for comprehension).

A typeface with a small x-height

**XML (extensible markup language)** A richer more dynamic successor to HTML utilizing SGML or HTML type tags to

structure information. XML is used for transferring data and creating applications on the Web.

**XML feeds** A form of paid inclusion where a search engine is “fed” information about pages via XML, rather than gathering that information through crawling actual pages. Marketers can pay to have their pages included in a spider based search index either annually per URL or on a CPC basis based on an XML document representing each page on the client site. New media types are being introduced into paid inclusion, including graphics, video, audio, and rich media.





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**Yahoo** Portal located at [www.yahoo.com](http://www.yahoo.com).

Yahoo is a computer services company. It operates an Internet portal, the Yahoo! Directory and a host of other services including the popular Yahoo! Mail. It was founded by Stanford graduate students David Filo and Jerry Yang in January 1994 and incorporated on March 2, 1995. The company is headquartered in Sunnyvale, California.

Yahoo! started out as "Jerry's Guide to the World Wide Web" but eventually received a new moniker with the help of a dictionary. "Yet Another Hierarchical Officious Oracle" is a backronym for "yahoo!", but Filo and Yang insist they selected the name because they liked the word's general definition, as in Gulliver's Travels by Jonathan Swift: "rude, unsophisticated, uncouth." Yahoo! itself first resided on Yang's student workstation, "Akebono," while the software was lodged on Filo's computer, "Konishiki" – both named after legendary sumo wrestlers. The "yet another" phrasing goes back at least to the Unix utility yacc, whose name is an acronym for "yet another compiler compiler".

As Yahoo!'s popularity has increased, so has the range of features it offers, making it a kind of one-stop shop for all the popular activities of the Internet. These now include: Yahoo! Mail, a Web-based e-mail service, an instant messaging client, a very popular mailing list service, online gaming and chat, various news and information portals, online shopping and auction facilities. Many of these are based at least in part on previously independent services, which Yahoo! has acquired - such as the popular GeoCities free Web-hosting service, Rocketmail, and various competing mailing list providers such as eGroups. Many of these take-overs were controversial and unpopular with users of the existing services, as Yahoo! often changed the relevant terms of service. An example of this would be their claiming intellectual property rights for the content on their servers, which the original companies had not done. At the pinnacle of the Internet boom in the year 2000, the cable news station CNBC reported that Yahoo! Inc. and eBay were in discussions to initiate a 50/50 merger.

Beginning in late 2002, Yahoo! began to bolster its search services by acquiring

relevant companies. In December 2002, Yahoo! acquired Inktomi, and in July 2003, it acquired Overture Services, Inc. and its subsidiaries AltaVista and AlltheWeb. On February 18, 2004, Yahoo! dropped Google-powered results and returned to using its own technology to provide search results. As of 2005 Yahoo!'s news message boards have gained something of a cult following. Attached to every story is a discussion board, yet rarely are the posts pertinent to the story.

**Yellow pages** A section of a telephone directory that lists ads for businesses, services, and products. Yellow Pages directories are usually published annually and distributed for free to all residences and businesses within a given coverage area. The majority of listings are in plain small black text. Yellow Pages publishers make their profits by selling special value-added features to businesses such as a larger font size for their listing, or an advertisement box next to the listings in a category. Since the mid-1990s, there has been a trend among Yellow Pages publishers to add four-color printing for some advertisements. Many publishers also offer the option to have advertisements appear with a white background to make them stand out more. Interestingly, most yellow pages are not

printed on yellow paper; rather the yellow is printed onto the paper. When an advertisement is printed with a white background, its part of the page does not receive yellow ink - so the white is actually the natural color of the paper.

The information contained in the Yellow Pages is essentially a commodity, so publishers often engage in product differentiation tactics like bragging that their listings are more comprehensive or up-to-date. In 1999, a new tactic was pioneered by France Télécom's Pages Jaunes, which dispatched photographers to record nearly every possible view in front of nearly every address in certain French cities. Thus, French Yellow Pages users can see a photograph of a business along with its phone number and street address. In 2004, the search engine A9.com added a similar feature for many cities in the United States when it launched its Yellow Pages feature. Yellow pages publishers or their agents sell the right to place advertisements within the same category, next to the basic listings.

**Yellow pages advertising** Advertisements that appear in the various Yellow Pages — type phone directories.

**Yield** In the context of banner ads, yield indicates the percentage of clicks divided by impressions for an ad on a given page.

# Z

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**Zap** Avoiding a taped commercial by fast-forwarding with a remote control device.

**Zero-based communications planning** An approach to planning the integrated marketing communications program that involves determining what tasks need to be done and that marketing communication functions should be used to accomplish them and to what extent.

**Ziegarnik effect** The tendency for people to remember an uncompleted task more than a completed task (named after the person who first published evidence on this).

**Zine** Magazines that are published digitally, rather than on paper. Some are

mainstream, others are oddball and cover almost every topic imaginable.

**Ziping** Fast-forwarding through commercial during the playback of a program previously recorded on a VCR.

**Zone** Some search engines allow users to limit a search to specific zones - better described as topic areas. A user may, for example, elect to search only documents from a certain geographic area or only documents created within a specific timeframe.

**Zoned edition** Sections of the newspaper that contain ads and/or news designated for specific geographic areas. The zoned content appears in the newspaper only in that zone.