

Advertising Glossary

These are advertising terms used by real advertising professionals. Libraries and Nonprofits should be familiar with them too. They are broken out into three areas.

Product:

- **Adjacency:** A position between two programs for a commercial. For libraries, this might be equivalent to a sponsor's name on an aisle end-cap.
- **Daypart:** A broad period of a broadcasting day, such as morning or rush hour. Each daypart may vary in value. For libraries, this may be an entire Dewey area or genre area, like romance.

Measurement of Product:

- **Exposure/Impression:** The presentation of a single advertisement to a single target. Note that the person may not have read or understood it.
- **Frequency:** Number of exposures, with the same caveat as above. *Hopefully* after x number of exposures, a connection is made.
- **Reach:** Total number of individuals exposed to an advertisement, often expressed as the percentage of total population target exposed over a given time period. In libraries, per capita usage of the library might reflect the same idea.

Contract:

- **Cost per Thousand (CPM):** A standard advertising metric: the cost of advertising divided by the number of people exposed to it in thousands.
- **Rate Card:** A published list of charges for advertising.
- **Run of Schedule/Station (ROS):** Advertisements sold at a low rate that can be run in any daypart.
- **Value-Added Promotion:** A promotion whose cost is included in the advertiser's media buy. Radio "remotes" are a good example. A similar example in libraries would be the sponsorship of a cookbook collection area combined with a remote at a food store or a programming series on nutrition.