

OUTDOOR ADVERTISING GLOSSARY OF TERMS

Allotment - The number of faces (also known as panels or units) required to achieve a desired GRP level in a market.

Billboard - Standardized large format of outdoor advertising displays intended for viewing from extended distances. The most common billboard displays include Bulletins, Posters and 8-sheets.

Circulation - Potential exposures that could be generated within a campaign period based on the traffic volume in a market.

Coverage - The boundaries of a market; also refers to the percentage of a county or counties exposed to an Outdoor advertising campaign.

Cost Per Thousand (CPM) - The cost of every one-thousand exposures accumulated by an advertising campaign.

Formula:

Campaign cost / circulation or impressions (thousands)

Cost per Gross Rating Point (CPP) - The cost of advertising exposure opportunities that equal to one gross rating point within a market.

Daily Effective Circulation (D.E.C.) - The average number of passers-by that could potentially be exposed to an advertising display for either 12 hours (unilluminated – 6:00am to 6:00pm) or 18 hours (illuminated – 6:00am to 12:00 midnight) on an average day.

Embellishments/Extensions/Cutouts - Letters, figures or mechanical devices that serve as add-ons to the billboard. These add-ons may extend beyond the standard advertising structure, all to produce special effects.

Face - The surface area on an outdoor structure where advertising copy is displayed. Can also be referred to as a "panel" or "unit". A structure may have more than one face.

Facing - The direction that an outdoor panel faces. For instance, a south facing board will be seen by northbound traffic.

Flight - The length of an advertising campaign, sometimes divided into distinct segments over the course of several months.

Frequency - The average number of times an individual has the opportunity to see an advertising message during a defined period of time. Frequency and Percent Reach in Outdoor advertising are typically measured over a four-week period.

Gross Rating Point (GRP) or Total Rating Point (TRP) - The term refers to the total number of circulation or impressions delivered by a media schedule expressed as a percentage of a market population. GRP levels could be expressed on daily, weekly or monthly basis.

Formula (GRPs could be calculated in two ways):

1. *Percent Reach x Average Frequency within a campaign period*
2. *Total circulation (impressions) within a campaign period / base population x 100*

Illuminated Outdoor - Advertising structures installed with electrical equipment for illumination of the message from dusk till midnight.

Impressions - Exposures registered against the target audience by an advertising campaign.

Location List - A listing of media locations included in a specific Outdoor campaign.

Permanent Billboard - A Bulletin advertisement which remains at one location for the entire term of the single advertiser's campaign. Many Bulletin locations may be marked as "Permanent" units, meaning they are sold for longer flights and not included in a market's list of locations available for "Rotary" programs.

Posting Date - The actual day new copy is affixed to an advertising face.

Posting Instructions - Detail marketing objectives provided to an outdoor company by an advertiser or agency. The information is used to chart a Showing with the greatest efficiency in reaching a target audience.

Rating Point - One rating point is equivalent to 1% of the market population.

Reach (in %) - The estimated percentage of a target audience who will be potentially exposed to an advertising message at least once during a specific campaign period. Percent Reach and Frequency are normally measured over a four-week period.

Ride the Showing - The physical inspection of the units that comprise an Outdoor program in a market, either during a pre-buy or post-buy stage.

Rotary Bulletin - Refers to a Bulletin location that can be sold within a Rotary Program.

Rotary Poster - Refers to a Poster location that can be sold within a Rotary Program.

Rotary Program - The movement of an advertiser's message from one location to another at fixed intervals in order to achieve greater reach within the market.

Spectacular - An out-of-home advertising structure that is usually larger than a standard Bulletin, and is positioned at a prime location. A spectacular often utilizes special embellishments, such as special light effects or 3-D features, etc.

Start Date - The date when a campaign is scheduled to commence. A five-day leeway is customary.

Street Furniture - Advertising displays that provide a public amenity, positioned at close proximity to pedestrians for eye-level viewing or at a curbside to impact vehicular traffic. The most common Street Furniture displays include Transit Shelters, Newstands/News Racks, Kiosks, Urban or City Panels.

Showing - The number of panels required to reach a set percentage of its population daily within a given market, generally represented in #25, #50, #75 and #100 showing levels.

TAB (Traffic Audit Bureau) - Established in 1933, TAB is a non-profit organization whose historical mission has been to audit the circulation of Out-of-Home media in the United States. Governed by a tripartite board comprised of advertisers, agencies and media companies, the TAB acts as an independent auditor for traffic circulation in accordance to guidelines established by its Board of Directors. The rules govern both how audits are conducted as well as how circulation figures are reported.

Target Audience - The profile of the most desired consumers for a product or a service, defined by demographics, lifestyle, brand/media consumption or purchase behavior.

Traffic Audit - Traffic audit information is used to calculate Outdoor advertising DEC figures.. Data are collected either by government official count or by hand count and are validated by the Traffic Audit Bureau (TAB).