

Newspaper Advertising Terms

Broadsheet

A newspaper with measurements of approximately 9 columns of classified or 6 columns of display advertising by 21 1/2 inches deep.

Camera-Ready Copy

An ad saved as a PDF or a slick that does not require any camera work, pasteup or type set.

Column Inch

Area that is one column wide by one inch deep.

Cooperative Advertising

Advertising paid for by both the national (name brand) and the local advertiser. Also, advertising in which several normally competing firms come together to sell a like product or service.

Cost Per Thousand (CPM)

Used in comparing or evaluating the cost efficiency of publications. It is determined by the dividing the rate by the circulation. Applies to FSI, polybags, and post-it notes.

Display Ad

An ad which is bordered, may contain illustrations, and runs in main news sections or classified pages.

Double-Truck

Two facing pages used for a single, unbroken advertisement, including the gutter. Also called a two page spread.

FSI (Free Standing Insert)

Advertising material of varying sizes inserted into the newspaper. Advertising material is usually printed elsewhere, but could also be printed by the newspaper.

Lineage

The total amount of space taken up by advertising, expressed in column inches. Can refer to a single ad, total ad space for a page, an entire paper, or a total amount of space over some period of time.

Modular

A broadsheet or tabloid newspaper that has specifically formatted ad sizes, i.e. 1/8 page, 1/4 page, or 1/2 page.

PICA

A typographic unit of measurement: 12 points=1 pica or 1/16" (or 0.1666"), and 6 picas=1" (or 0.996").

Pickups

Ads that are rerun without changes usually within a 5-7 day period from the first run date.

Polybag

A plastic bag in which home delivery newspapers are delivered in. Advertising is available on the bags.

Post-It Note

A separately printed post it note that is attached to the front page of the newspaper often to announce an ad within the newspaper.

Premium

The additional amount paid over and above regular rates usually to guarantee positioning of a specific ad.

Process Color

Also called full color. Refers to the four-color process reproduction of the full range of colors by the use of four separate printing plates, one for each of the primary colors - cyan (blue), magenta (red), and yellow - and one for black.

Proof

First reproduction of the ad as it will appear in the newspaper. Often used to check for accuracy.

ROP (Run of Paper)

Denotes advertising that appears in the newspaper.

Screen

The fineness of the dot structure of a photograph or art. Most newspapers use 85-100 line screen.

Spadea

Broadsheet sized wrap within a newspaper that wraps around the spine of the comic section.

Spec Ad

A preliminary layout showing the position of illustrations and text of a proposed ad.

Spot Color

Color which only reproduces itself and does not blend with another color to create new colors.

Tabloid

A newspaper that is more than 10" wide and at least 11" deep. Usually a 5 column by 13" page size.

Tearsheet

A full page torn from a newspaper given to an advertiser to show proof of publication.

Online Advertising Terms

Above the Fold

Any part of the website that can be seen without the user having to scroll down the page.

Clicks

Measures the response of a user to an online advertisement. A click is when a user clicks on an ad and is taken to the advertiser's web page.

CTR (Click Through Rate)

Measures the success of an online campaign. It is calculated as a percentage of the impressions that resulted in a click.

Contextual Advertising

The advertisement is relevant to the content on the web page.

CPM (Cost Per Thousand)

Industry standard for selling ads on web sites. Advertisers pay for every thousand impressions of their advertisement.

Demographics

Data about the size and characteristics of an audience.

Impression

The unit of measurement for every time an advertisement is delivered or seen by a visitor to a web page.

Inventory

Total number of ad views or impressions that a web site has to sell over a given period of time (usually figured by month).

Screenshot

An image taken by the computer to record the visible items displayed on the monitor.

SOV (Share of Voice)

Refers to the relative portion of exposure of an advertisement within a defined position over a period of time.

Unique Visitor

The number of individual visitors to a web site over a defined period of time. Each unique visitor is counted only once in that period of time, no matter how many times they visit the web page.