



Universal Radio Buying and Selling Terms

AM Drive

Also known as morning drive, this is the morning broadcast time period for Radio, most often represented by Monday through Friday from 6AM to 10AM as defined and reported by Arbitron. An individual station's "daypart(s)" will not necessarily conform to this standard definition(s). Advertising contracts should include the specific hours that define the time period for each station's "daypart."

Average Quarter-Hour Persons (AQH)

The average number of persons listening to a particular station for at least five consecutive minutes during a 15-minute period.

Average Quarter-Hour Rating

The average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.

Formula: AQH Persons divided by the Population x 100 = AQH Rating (%)

Audience Composition

The demographic or socioeconomic profile of a station's audience in terms of composition usually including the percentages of the total audience that fall into each segment. These reports can express audience characteristics by age, gender, ethnicity, working persons, language preference, county, etc.

Audience Duplication

The amount of one station's cume audience (see Cume Persons) that also listens to another station; also the amount of the audience that is exposed to a commercial on more than one station. Duplication can be expressed either in terms of the actual number of exclusive listeners or as a percentage of the total cume.

Audience Turnover

The ratio of a station's cumulative audience (see Cume Persons) compared to the average quarter-hour audience. Turnover equals cume persons divided by AQH persons. In theory, it is the number of times an audience is replaced by new listener within a daypart.

Avail

The commercial position in a program or between programs on a given station or network available for purchase by an advertiser. It can also refer to the notification from a buyer to a seller that advertising dollars are up for discussion and negotiation.

Billboard

In broadcast, sponsor mentions given to an advertiser in return for a major commitment to a program, usually to one that purchases multiple commercials within a program (i.e., a "sponsor" of the program). In outdoor media, a billboard is an advertising structure.

Bonus

Additional commercials given to an advertiser, usually at no charge, in return for a paid schedule.

Broadcast Coverage Area

The geographic area within which a signal from an originating station can be received.

Best Time Available (BTA)

Commercials which are scheduled by the station to run at the best available time after all other sponsor commitments are met, usually at night or on weekends.

Cancellation Policy

The terms under which an advertiser can cancel a schedule that has already been purchased and scheduled to be broadcast, including the required amount of time for advance notice and any applicable financial penalty or consequence to be applied for early termination of the schedule.



Clearance

- A. The broadcasting stations that carry or clear a network or syndicated program and/or its commercials. This list is usually accompanied by a coverage percentage indicating the percentage of the population in markets in which the program airs.
- B. Non-clearance refers to commercials that had been negotiated but could not be scheduled due to tight inventory. In such cases, the station will often try to offer a solution (i.e., opening up dayparts, making good within flight -- which moves the commercials from one week to another, etc.).

Cluster

A cluster is a group of stations in the same market under common ownership or sales management. This usually refers to three or more AM and/or FM stations, or at least two stations on the same band, FM or AM. Groups of one AM and one FM are usually referred to as combos. A spot cluster refers to all commercials that run in the same commercial break.

Close of Business (COB)

COB refers to any arrangement that is due or becomes valid or invalid end of the business day.

Combo

Two Radio stations, usually operated by the same owner in the same market. A single station is frequently referred to as a standalone. Three or more commonly-owned stations are commonly referred to as a cluster.

Commercial Clutter

Commercial clutter commonly refers to an excessive amount of non-program content during the time period, including the number of commercials, public service announcements and/or promotional announcements that run in a commercial break, stop set or specified time period.

Confirmation

A written statement given to advertising agencies by a network, station, or publisher when accepting an order for a commercial or media schedule. This signifies that the order has been received and will clear.

Conflicts/Conflict Codes

A term used to define categories or codes for types of advertisers for spot placement and sales analysis purposes. (Examples: auto dealers, restaurants, banking institutions, etc.)

Cost Per Point (CPP)

The cost of reaching an Average Quarter-Hour Persons audience that is equivalent to one percent of the population in a given demographic group.

Formula:

1. Commercial cost divided by AQH Rating = CPP or
2. Cost of schedule divided by GRP (Gross Rating Points) = CPP

Cost Per Thousand (CPM)

The cost of delivering 1,000 gross impressions.

Formula:

1. Commercial cost divided by AQH Persons x 1000 = CPM or
2. Cost of schedule divided by Gross Impressions (GI) x 1000 = CPM

Credit

A cash deduction for the loss of advertising time due to the station not airing or improperly scheduling a commercial announcement.

Cume Persons

The total number of different persons who listen to a Radio station during a daypart for at least five consecutive minutes.



Cume Rating

The Cume Persons audience expressed as a percentage of all persons estimated to be in the specified demographic group. **Formula:** Cume Persons divided by the population x 100 = Cume Rating (%)

Daypart

The time segments into which a day is divided by Radio and television networks and stations for the purpose of selling advertising time. In Radio, the main dayparts are morning (or AM drive), midday, afternoon (or PM drive) and evening. An individual station's daypart(s) will not necessarily conform to standard definition(s). Advertising contracts should include the specific hours that define the time period for each station's daypart.

Daypart Weight

The relative importance of one time period compared to another in a schedule that includes both, usually expressed as a percentage where the total of all dayparts equals 100%. Also refers to the relative distribution of commercials in one time period versus others in the schedule.

Daytime (also known as "Midday")

The late morning/early afternoon broadcast time period for Radio, most often represented by Monday through Friday from 10AM-3PM as defined and reported by Arbitron. Since an individual station's daypart(s) will not necessarily conform to standard definition(s), and since traffic departments use the term "daytime" to refer to a broader 6AM-7PM time period, all advertising contracts should include the specific hours that define the time period for each station's daypart.

Designated Market Area (DMA)

DMA is the main geography for television measurement. The DMA is composed of sampling units (counties or geographically split counties) and is defined and updated annually by Nielsen Media Research, based on historical television viewing patterns. A county or split county is assigned exclusively to one DMA.

Direct Response Advertising

Direct response refers to any advertising that has a built-in call to action to elicit a response within a defined period of time after exposure to the announcement. Phone calls, online orders, and visits to a location would be examples of a direct response advertising.

Discrepancy

Situation where commercials do not run as ordered or do not run at all. Discrepancy may also refer to the difference between a purchased schedule and when the commercials actually were broadcast.

Effective Reach

The average number of people that will hear a commercial at least three times during a campaign.

Endorsement

Refers either to a situation where the station or personality "endorses" the advertiser's product or service, usually "live" on-air or the notification on the affidavit supplied by the station to the client that attests to the affidavit's accuracy as to how the spots were broadcast.

Equal Distribution

Ensuring that commercials are scheduled to run in a broad time period or combination of time periods, getting equally distributed across each time period.

Equal Rotation

While sometimes used interchangeably with "equal distribution," equal rotation is actually used by agency and copy people, traffic directors and continuity directors to indicate that all pieces of individual copy, or pre-produced cuts are to be equally rotated. Equal distribution refers to ensuring that commercials are scheduled to run in a broad time period or combination of time periods and get equally distributed across each time period (see Rotation).



Evening

Also known as nights, this is the late evening broadcast time period for Radio, most often represented by Monday through Friday from 7PM-Midnight as defined and reported by Arbitron. An individual station's daypart(s) will not necessarily conform to this standard definition(s). Advertising contracts should include the specific hours that define the time period for each station's daypart.

Exposure

A person's physical contact (visual and/or audio) with an advertising medium or message.

Fixed Position

A commercial scheduled to run at a precise time, or a commercial scheduled to run within specific programming content.

Fixed Rate

The rate charged for a fixed position commercial (see fixed position), usually a non pre-emptible premium rate.

Fixed Time

See fixed position.

Flight

A scheduling tactic that alternates periods of advertising activity with periods of no activity.

Flight Dates

The start and end dates of a schedule including the weeks on and off air.

Frequency

The average number of times the same person will hear a commercial.

Frontload

Refers to creating a schedule that tends to place more commercials on days of the week that have less demand, and fewer commercials on days with the heaviest demand. If a station is heavily sold on Thursday and Friday, but has fewer sales on Monday and Tuesday, a frontloaded order for Monday through Friday might place four (4) commercials per day on Monday and Tuesday, three (3) on Wednesday, and two (2) on Thursday and Friday.

Gross Impressions (GIs)

The sum of the Average Quarter-Hour Persons (AQH) audience for all commercials in a given schedule. The total number of times a commercial will be heard over the course of a schedule. **Formula:** AQH Persons x the number of commercials in the advertising schedule = GIs

Gross Rating Points (GRPs)

The sum of all rating points achieved for a particular commercial schedule. **Formula:** AQH Rating x the number of commercials in the advertising schedule = GRPs

Guarantee

Usually refers to a station promise to honor a specific commercial rate for an agreed upon period of time which is linked to certain criteria, such as schedules previously purchased, a minimum volume of business placed by the client or the rate charged by the station to other clients. May also refer to guarantees of spot placement or schedule clearance, frequently determined by the class of rate paid for the spot or schedule.

Horizontal Rotation

Ensuring that commercial announcements purchased in a program or time period that includes multiple days (example: Monday-Friday) are placed across all days in order to increase advertising exposure to various prospects. Implies fair rotation across days of the week so that spots not loaded into early week scheduling.

Identification (ID)

A short on-air sponsor mention.



Index

A comparison between the market composition and the target composition. It is a measure of concentration or likelihood. It tells us whether a specific group is more or less likely to meet a given criteria.

Lead Time

The minimum amount of time necessary for the station to be informed in advance of schedule placement, or changes that are requested by the client in a buy already scheduled to run. Can also refer to the amount of time between the announcement of a possible campaign and the actual dates it is scheduled to run.

Live Read

A specific commercial type where the announcement is read "live" on-air by a station personality.

Local Marketing Agreement (LMA)

An arrangement where one station or owner takes sales responsibility for the commercial time on another station that it does not own.

Local Advertising

Advertising placed by companies within their home area, the limited geographic area where they do business. Also refers to advertising placed by agencies that is scheduled to run in the market where the agency is based.

Lowest Unit Rate

The lowest rate offered by the station to any regularly scheduled advertiser for a specific class and amount of advertising.

Makegood

Comparable commercial time or space given to an advertiser at no additional cost when advertising is pre-empted, omitted or airs in an unfit condition.

Media Plan

A plan developed with the sole purpose of determining media mix, dollar allocation and weight levels that will result in a direct correlation to the media buy. It is the first stage of any media execution.

Merchandising

While not a standard practice, on occasion additional consideration is negotiated in advance as one of the terms of a schedule. There is no standard formula for determining merchandising amounts, and it is usually negotiated on a company-by-company, or station-by-station basis. Merchandising may be in the form of goods or services for the advertiser's discretionary use, or on-air promotional announcements, product giveaways or other promotional support.

Metropolitan Statistical Area (MSA)

Includes a city (or cities) whose population is specified as that of the central city together with the county (or counties) in which it is located. The MSA also includes contiguous or additional counties when the economic and social relationships between the central and additional counties meet specific criteria. Arbitron MSA may correspond to the Metropolitan Statistical Areas defined by the U.S. Government's Office of Management and Budget, but they are subject to exceptions dictated by historical industry usage and other marketing considerations. MSA's are commonly referred to as Metros.

Midday (See Daytime)

The late morning/early afternoon broadcast time period for Radio, most often represented by Monday through Friday from 10AM-3PM as defined and reported by Arbitron. Since an individual station's daypart(s) will not necessarily conform to standard definition(s), and since traffic departments use the term "daytime" to refer to a broader 6AM-7PM time period, all advertising contracts should include the specific hours that define the time period for each station's daypart.



National Advertising

Advertising placed by companies with national or regional distribution. The campaign runs in many markets outside their "home" area or region. Also refers to advertising placed by agencies that is scheduled to run in markets other than where the agency is based.

Net Reach

The number of different people that will hear the commercial at least one time.

Network

A broadcast entity that provides programming and sells commercial time in programs aired nationally via affiliated and/or licensed local stations.

No charge

Commercials provided to the advertiser at no charge, usually in return for commercials purchased in other dayparts at higher rates.

Non-clearance

Commercials that had been negotiated but could not be scheduled due to a variety of reasons including tight inventory, offensive products, business conflicts, or the advertiser has requested that the commercial not be cleared in particular programs. In such cases the station will often try to offer a solution (i.e., opening up dayparts, making commercials good within flight -- which moves the spots from one week to another, etc.).

Optimum Effective Scheduling (OES)

OES represents a philosophy of buying and scheduling commercials that is designed to reach the majority of a Radio station's cumulative audience three or more times in a week by distributing commercials evenly Monday through Sunday from 6AM to Midnight.

One Time Only (OTO)

Traditionally, OTO is an ad or spot that runs only one time.

Overnight

The overnight broadcast time period for Radio is most often represented by Monday through Sunday from Midnight-6AM as defined by Arbitron ratings. An individual station's daypart(s) will not necessarily conform to this standard definition(s). Advertising contracts should include the specific hours that define the time period for each station's daypart.

Package Billing

A contract or order that charges a flat, fixed amount per invoice regardless of the number of commercials or other programs or features broadcast.

Piggy-Back

Two commercials scheduled to run back-to-back, purchased by the same advertiser. Examples include two individual commercials for two related products from the same client, or one 60-second commercial where the first 30 seconds carries a message from a national advertiser and the second 30 seconds is provided to a local affiliate. Availability is determined by individual station policy.

PM Drive

Also known as afternoon drive, this is the late afternoon broadcast time period for Radio, most often represented by Monday through Friday from 3-7PM as defined and reported by Arbitron. An individual station's daypart(s) will not necessarily conform to this standard definition(s). Advertising contracts should include the specific hours that define the time period for each station's daypart.

Pod



Pod is a TV term that refers to a grouping of commercials and non-program material in (usually) more than one advertiser's commercials air. In Radio, a pod is more frequently referred to as a commercial cluster, commercial break, or stop set.

Political Rate

Stations are required to provide discounted rates for advertisements aired by candidates under certain circumstances during the prescribed "windows" before primary and general elections. (For additional information contact your company's communications counsel or the National Association of Broadcasters Legal Department.)

Post Buy or Post Analysis

A TV term for referring to the analysis of a media schedule after it runs -- generally based on physical evidence of its running (broadcast station affidavit of performance it generally incorporates a comparison of the TV station's projected ratings for specific programs ordered to what actually ran in terms of spot placement and actual audience delivery).

Pre-emption and Pre-emptible

Pre-emption refers to the displacement of a scheduled commercial announcement by the station or network in favor of a higher-priced commercial or for some other reason. Pre-emptible refers to a class of commercial announcements that are usually purchased at a lower rate with the understanding that the placement may be changed by the station if other commercials are subsequently sold at higher prices.

Pulsing

A flighting technique that calls for either a continuous base of support augmented by intermittent bursts of heavy pressure, or an on-off-on-off pattern (e.g., one week on, one week off).

Quintiles

Quintiles are a five-scale measurement, in 20% increments, of an individual's media usage. The first quintile measures the heaviest use and the fifth quintile measures the lightest use. For Radio, the number of quarter-hours listened to Radio determines quintile placement for a respondent.

Rate Protection

Rate guaranteed for an agreed period of time.

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.

Rep

Short for representative. Refers to either:

- A) A company (the "national rep") or the account executive who serves as the account executive on behalf of the station in markets outside of the station's home market.
- B) The station account executive who serves a local advertiser or agency.

Run of Schedule (ROS)

ROS commercials are scheduled to run across multiple dayparts within a broad daypart parameter.

Rotation

While equal rotation means rotating various pieces of copy evenly to traffic departments, buyers and sellers use the term to refer to the distribution of commercials across a representative cross-section of days and hours within the purchased broad time period. Scheduling of advertising in the same program or time period on different days each week is referred to as horizontal distribution (or rotation), while distribution throughout the hours of a particular day is referred to as vertical distribution (or rotation).

Scatter Plan

Purchasing commercial time in broadcast media in many different programs.



Seasonality

The fluctuation around an audience estimate or an advertiser's target campaign that can result from changes in regional weather patterns during different times of the year, the lifestyle habits of audiences and/or the impact of sporting events, which can influence audience levels by season.

Separation

A scheduling policy determined by individual stations that allows for a specified time or number of commercials between two competitive products of the same product type, either within the same commercial break or some other period of time.

Simulcast

When two or more Radio stations broadcast the same programs and same commercials at ALL times, and use only one traffic system, they are said to be simulcast. If two or more stations broadcast only a portion of their day together, but are different at other times, they are considered to be "partially simulcast," but would require two time order or traffic sections to schedule programs or announcements during the times when they have separate programming.

Sponsorship

The purchase of more than one commercial within a program, usually at a premium rate. Can include bonus time via billboards, or exclusivity of advertising within the brand's product category, or all of the above. Can also refer to the purchase of all or part of a Radio program by one advertiser.

Substitution

The policy concerning a station's right to provide the advertiser with alternate commercial placement from the positions purchased according to the original contract.

Total Audience Plan (TAP)

TAP plans are usually a rotating schedule that places announcements in a pattern that utilizes all station dayparts for maximum station audience exposure. Actual plans vary from station to station.

Target Demo

The age and characteristic make-up of the group deemed to be targeted for reach by the media campaign. The age group and make-up of the audience that you wish to receive your product or service message.

TILL Further Notice (TF) or (TFN)

TFN are instructions by an advertiser to run a purchased schedule or advertisement(s) until notified to stop.

Total Survey Area (TSA)

A geographic area that encompasses the Metro Survey Area (MSA) and may include additional counties located outside the MSA which meet certain listening criteria to metro-licensed stations.

Unit

A unit is one commercial message regardless of length. Radio inventory is usually expressed in terms of units rather than minutes.

Vertical Rotation

Fair rotation across hours within a daypart.

Weekend

The Saturday and Sunday broadcast time period for Radio, most often represented by Sat/Sun 6AM-MID as defined by Arbitron ratings.



Weight

The relative importance of one time period or demographic compared to another in a schedule, usually expressed as a percentage where the total of all parts equals 100%. Also refers to the relative distribution of commercials in one time period compared to others in a schedule.