



## Glossary

### A

**Advertising Structure:** A physical structure constructed by Adboard to display advertising. The structures are built to standard specifications. Advertising message is applied to structures using different techniques.

**Agency Commission:** is the compensation paid to any advertising agency in Cyprus or overseas for placing business as well as for any services offered.

**Allotment:** Allotment refers to the number of advertising panels required to achieve a desired Gross Rating Point (GRP) level in a specific market. The number of panels in a GRP programme is referred to as the market allotment which varies from market to market.

**Alternative Outdoor Media:** refers to other out of home media other than outdoor panels and includes but not limited to sports media, airport media, golf course panels etc.

**Art Work:** Design work produced for use

**Arteries:** The major streets of a city or town.

**Audience:** The number of people or household exposed to a medium. Exposure measurements indicate nothing about whether audiences saw, heard or read either the advertisements or editorial contents of the medium.

**Audience Profile:** The characteristics of the people who make up the audience of a magazine, TV show, newspaper, radio show, billboards etc. in terms of age, family size, locations, education, income, and other factors.

**Availability:** The available media space for sale at any given point in time.

### B

**Backlit Units:** Backlit refers to the terminology for electricity for billboards which cater for illumination through translucent advertising printed on plastic for higher visibility especially during night time.

**Barter:** It refers to the acquisition by an advertiser of quantise of spot time or free mentions from media suppliers in exchange for merchandise.



**Billboard:** Outdoor advertising panels used for advertising.

**Boards:** Common term used for billboards.

**Burst:** A period of two weeks for the placement of the Pisa campaign.

**Bus Bench Panel:** Advertising attached to the backrest of a bus bench.

**Bus Shelter Panel:** A standard backlit panel that forms an integral part of a free standing structure located at bus stops.

## C

**Campaign:** An advertising programme. Common to all media

**Cancellation Period:** A specified period of time during which a contract may be terminated.

**Cash Discount:** A deduction allowed by media suppliers for prompt payment.

**Centre Spread:** An advertisement appearing on the two facing pages in the centre of a publication.

**Circulation:** Traffic volume in a market.

**Cost Per Rating Point (CPP):** In broadcast, the cost of one household or demographic rating point in a given market. Used in media planning and evaluation and it is calculated by dividing the cost per spot by the rating. The case of a number of spots, the CPP is their total costs divided by the total rating or gross rating points.

**Cost Per Thousand:** The cost of potentially reaching one thousand viewers for a media. This formula is different for print media and outdoor media.

**Creative:** Design work produced for use.

## D

**Day After Recall:** Probably the most common method used to test television commercials or other media commercials. The Test commercials are shown on air in the normal fashion. Approximately 24 hours later, interviewers, telephone people and ask about previous day's viewing.



**Demographic Profiles:** Audience breakdowns based on various characteristics such as age, sex, income, education and ethnic composition.

**Duplication:** The number of percentage of people in one vehicle's audience who also are exposed to another vehicle. Alternatively, this could mean audience who are counted more than once in measurements, such as those who view the same TV program more than once a month.

## G

**Gross Rating Point (GRP):** A measure used for the total gross weight delivered by a vehicle. It is the sum of the ratings for all of the individual announcements or programmes. It is also calculated as gross impressions divided by the population base times 100. GRPs are duplicated ratings. Also, reach x frequency = GRPs.

## H

**Half Page Spread:** An advertisement composed of two half pages facing each other in a publication.

## I

**Illuminated Sign:** Advertising displays with electrical equipment installed for illumination of the message.

**Indoor Advertising:** Indoor advertising panels located in niche areas.

## L

**Location Codes:** Letters used to designate the location of an advertising display on a street. Adboard abbreviations used are:

NC-Nicosia  
LS-Limassol  
LC-Larnaca  
PH-Paphos  
FM-Famagusta

## M

**Marketing Mix:** A group of elements used to sell a product or service: product, place, price and promotion. There are other definitions of marketing mix as well including public relations, people etc.

**Media Mix:** The combination of different media forms into a single advertising program to meet the overall objectives of a media plan.

**Media Plan:** The blueprint for how the advertising message will be delivered to the target audience. The plan also serves a persuasive document that communicates the rationale behind a recommendation to spend a media budget. It generally includes the media objectives, competitive analysis, target audience, analysis and media habits, media strategy, time line, flowchart and budget.

**Medium:** Any media class used to convey and advertising message to the public. It includes newspapers, magazines, direct mail, radio, television, the internet and billboards.

**Monopole:** The panel placed along the highways.

## O

**Outdoor Media:** Advertising that is displayed outside of the home and on sign structures that are owned by a media company.

**Out of Home Media:** All advertising that influences individuals outside the home. All forms of outdoor advertising are considered as out of home media.

## P

**Panels:** An out of home advertising display

**Penetration:** The percentage of total homes or people in a specified area who are physically able to be exposed to a medium or who purchase a give product or service.

**Pisas:** The standard 3x4m panel placed in all metropolitan areas.

**Posting Cycle:** Specified periods during a campaign will be on air.

**Prime Time:** The period of peak television set usage.



## R

**Rackets:** The standard panel for bus stops and other locations. Normally 1.15m (w) x 1.65m (h)

**Rates:** The rates applicable for the rental of an out of home medium.

**Rotation:** The movement of an advertising message from one billboard to another within a market in pre-agreed intervals to achieve greater reach in the market.

## S

**Super Pisas:** Billboards placed on highways or city limits. They are normally of big dimensions. Use of three dimensional creative is possible.

## T

**Trivisions:** Billboards with three prismatic visuals.

**Tyvek:** Made from very fine, high-density polyethylene fibers, Tyvek offers all the best characteristics of paper, film and fabric in one material. It is normally used as a printing material for the use for out of home media and especially sports advertising.

## V

**V Shape Panel:** A sign structure which consists of multiple sign facings placed at angles to ea other, facing different directions.

**Vinyl:** A substrate on which an advertising message is rendered either computer production or hand painting.

## Z

**Zapping:** using a remote control device to change television channels from across the room.