

# Advertising Terms



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You can impress your friends with Madison Ave. lingo.

**AAA:** American Academy of Advertising. An association of educators, students and former educators in advertising.

**AAAA:** American Association of Advertising Agencies. An association whose members are ad agencies.

**Ad copy:** The printed text or spoken words in an advertisement

**Advertiser:** The manufacturer, service company, retailer or supplier who advertises a product or service.

**Advertising:** Any paid communication conveyed by a mass medium.

**AIDA:** Stands for Attention, Interest, Desire, Action. Historical model of how advertising works, by first getting the consumer's attention, then their interest, etc.

**Appeal:** The advertisement's selling message.

**Artwork:** The visual components of an ad, not counting the typeset text.

**Audience:** The number of people or households exposed to an advertising vehicle, without regard to whether they actually saw or heard the material conveyed.

**Audit Bureau of Circulation (ABC):** A company that audits the circulation of print publications, to insure that reported circulation figures are accurate.

**Billboard:** An outdoor sign or poster; sponsor identification at the beginning or end of a television show.

**Body copy:** The text of a print ad, not including the headline, logo or subscript material.

**Brand name:** Name used to distinguish one product from its competitors. It can apply to a single product, an entire product line, or even a company.

**Camera-ready art:** Artwork that is in sufficiently finished form to be photographed for printing.

**Caption:** The text accompanying an illustration or photograph.

**Circulation:** Of a print publication, the average number of copies distributed. For outdoor advertising this refers to the total number of people who have an opportunity to observe a billboard or poster. This term sometimes is used for broadcast, as well, but the term "audience" is used more frequently.

**Classified advertising:** Print advertising that is limited to certain classes of goods and services, and usually limited in size and content.

**Closing date:** The deadline copy must be received in order to appear in a specific issue or time slot.

**Color proof:** An early full-color print of a finished advertisement, used to evaluate the ad's final appearance.

**Color separation:** A full-color ad normally is generated through printing of four separate colors: yellow, cyan, magenta and black. The color separation consists of four separate screens; one for each of those four colors.

**Column inch:** A common unit of measurement by newspapers, whereby ad space is purchased by the width, in columns, and the depth in inches. For example, an ad that is three standard columns wide and 5 inches deep is 15 column inches.

**Consumer advertising:** Advertising directed at a person who will actually use the product for his/her own benefit, rather than to a business or dealer.

**Copy:** All spoken words or written text in an advertisement.

**Corporate advertising campaign:** A campaign that promotes a corporation, rather than a product.

**Creatives:** The art directors and copywriters in an ad agency.

**Crop:** To eliminate or cut off specific portions of a photograph or illustration.

**Deceptive advertising:** FTC definition: A representation, omission, act or practice that is likely to mislead consumers acting reasonably under the circumstances. To be regulated, however, a deceptive claim must also be material.

**Demographics:** Basic objective descriptive classification of consumers, such as their age, sex, income education, size of household, ownership of home, etc.

**Direct mail:** Marketing communications delivered directly to a prospective purchaser via the U.S. Postal Service or a private delivery company.

**Direct marketing:** Sending a promotional message directly to consumers, rather than via a mass medium. Includes such methods as Direct Mail and Telemarketing.

**Display advertisement:** In print media, any advertisement other than a classified ad; An ad that stands alone, such as a window display.

**Double truck:** A two-page spread in a print publication, where the ad runs across the middle gutter.

**Dummy:** A copy of an ad, or even blank sheets of paper, provided to a printer or artist as an example of the size, color, or other aspect of the ad to be produced.

**Em:** A unit of type measurement, based on the "M" character.

**End-user:** The person who actually uses a product, whether or not he/she actually purchased the product.

**Eighty-twenty rule:** A rule of thumb that, for the typical product category, eight percent of the products sold will be consumed by twenty percent of the customers.

**Exposure:** Consumers who have seen or heard a media vehicle, whether or not they paid any attention to it.

**FCC:** Federal Communications Commission. The federal agency responsible for regulating broadcast and electronic communications.

**FTC:** Federal Trade Commission: The federal agency primarily responsible for regulating national advertising.

**Flat rate:** A media rate that does not allow for discounts.

**Generic brand:** Products not associated with a private or national brand name.

**Image advertising:** Promoting the image, or general perception, of a product or service, rather than promoting its functional attributes. Commonly used for differentiating brands of parity products. (This is a *woman's* cigarette.)

**Infomercial:** A commercial that is very similar in appearance to a news program or talk show or other non-advertising program content.

**Jingle:** A short song, usually mentioning a brand or product benefit, used in a commercial.

**Lanham Act:** Federal Trademark Law.

**Layout:** A drawing that indicates the relative positions of the elements of an ad.

**Logo:** A symbol used to represent a company or brand name.

**Local advertising:** Advertising to a local merchant or business as opposed to regional advertising; advertising placed at rates available to local merchants.

**Mail-in premium:** A premium obtained by mailing in a suitable response to the manufacturer or distributor, with or without money.

**Mail-order advertising:** Advertising which supplies paperwork for the purpose of soliciting a purchase made through the mail.

**Marketing research:** The systematic gathering, recording, analyzing, and use of data relating to the transfer and sale of goods and services from producer to consumer.

**National advertising:** Advertising which is aimed at a national market, as opposed to local advertising.

**Persuasion process:** The process used by advertising to influence audience or prospect attitudes, especially purchase intent and product perception by appealing to reason or emotion.

**Preferred position:** A position in a printed publication that is thought to attract most reader attention and is sold at a higher rate: for example, the back cover of a magazine.

**Prime time:** The broadcast periods viewed or listened to by the greatest number of persons and for which a station charges the most for air time. In television, the hours are generally 8 p.m. to 11 p.m. EST or 7 p.m. to 10 p.m. CST.

**Product life cycle:** A marketing theory in which products or brands follow a sequence of stages including: introduction, growth, maturity, and sales decline.

**Product positioning:** The consumer perception of a product or service as compared to its competition.

**Promotion:** All forms of communication other than advertising that call attention to products and services by adding extra values toward the purchase. Includes temporary discounts, allowances, premium offers, coupons, contests, sweepstakes, etc.

**Public relations:** Communication with various sectors of the public to influence their attitudes and opinions in the interest of promoting a person, product or idea.

**Public service advertising (PSA):** Advertising with a central focus on public welfare, and is generally sponsored by a nonprofit institution, civic group, religious organization, trade association, or political group.

**Publicity:** A type of public relations in the form of a news item or story which conveys information about a product or service or idea in the media.

**Random sample:** A sample taken from any given population in which each person maintains equal chances of being selected.

**Rate:** The amount charged by a communications medium to an advertiser based on per unit of space or time purchased.

**Rate card:** Information cards, provided by both print and broadcast media, which contain information on advertising costs, mechanical requirements, deadlines, circulation data, etc.

**Readership:** The total number of readers of a publication.

**Retail advertising:** Advertising which promotes local merchandisers' goods and service. Local advertising.

**Signature:** A musical theme associated with a television program, radio show, or a particular product or service; theme song; Single printing sheet which folds into 4, 8, 12, or 16 pages to be gathered and bound to form a book or pamphlet.

**Spot color:** The technique of coloring for emphasis some areas of basic black and white advertisements, usually with a single color.

**Story Board:** A blueprint for a TV commercial which is drawn to portray copy, dialogue and action, with caption notes regarding filming, audio components, and script.

**Tag line:** A slogan or phrase that visually conveys the most important product attribute or benefit that the advertiser wants to convey.

**Target audience:** A specified audience or demographic group for which an advertising message is designed.

**Target market:** A group of individuals whom collectively, are intended recipients of an advertiser's message.

**Tear sheets:** A page cut from a magazine or newspaper that is sent to the advertiser as proof of the ad insertion.

**Telemarketing:** The use of the telephone as a medium to sell, promote, or solicit goods and services.

**Trade advertising:** Advertising designed to increase sales specifically for retailers and wholesalers.

**Trade character:** People, characters, and animals that are used in advertising and are identified with the products; e.g., Jolly Green Giant, Tony the Tiger.

**Trade name:** The name under which a company operates.

**Trademark:** Icon, symbol or brand name used to identify a specific manufacturer, product or service.

**White space:** unoccupied portions of a print advertisement.