

# Advertising Glossary

These are advertising terms used by real advertising professionals. Libraries should be familiar with them too. Ed Rossman breaks them out into three areas.

## *Product:*

- **Adjacency:** A position between two programs for a commercial. For libraries, this might be equivalent to a sponsor's name on an aisle end-cap.
- **Daypart:** A broad period of a broadcasting day, such as morning or rush hour. Each daypart may vary in value. For libraries, this may be an entire Dewey area or genre area, like romance.

## *Measurement of Product:*

- **Exposure/Impression:** The presentation of a single advertisement to a single target. Note that the person may not have read or understood it.
- **Frequency:** Number of exposures, with the same caveat as above. *Hopefully* after x number of exposures, a connection is made.
- **Reach:** Total number of individuals exposed to an advertisement, often expressed as the percentage of total population target exposed over a given time period. In libraries, per capita usage of the library might reflect the same idea.

## *Contract:*

- **Cost per Thousand (CPM):** A standard advertising metric: the cost of advertising divided by the number of people exposed to it in thousands.
- **Rate Card:** A published list of charges for advertising.
- **Run of Schedule/Station (ROS):** Advertisements sold at a low rate that can be run in any daypart.
- **Value-Added Promotion:** A promotion whose cost is included in the advertiser's media buy. Radio "remotes" are a good example. A similar example in libraries would be the sponsorship of a cookbook collection area combined with a remote at a food store or a programming series on nutrition.