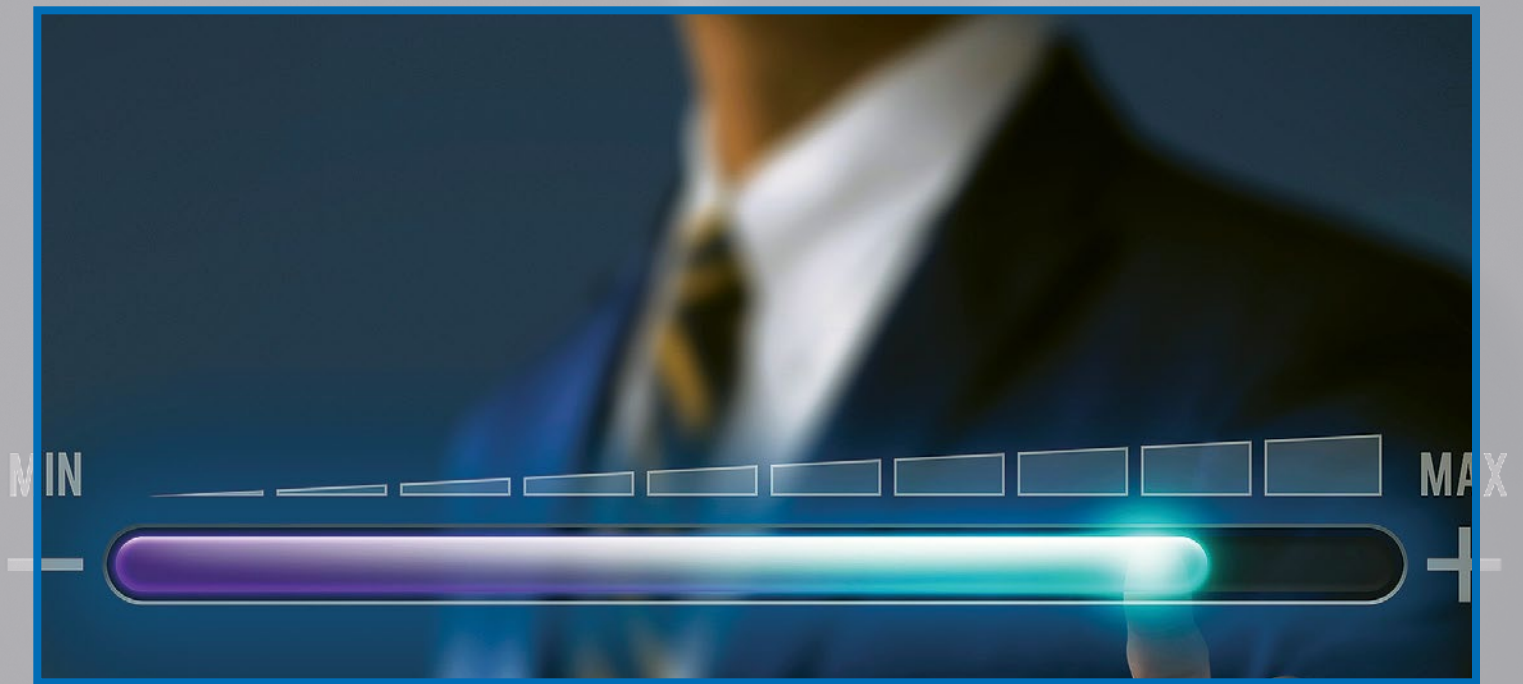


# MAXIMIZE YOUR SALES:



## A Newspaper Advertising Manual





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# The Importance of Maintaining Advertising Consistency

Numerous studies demonstrate the advantages of maintaining or even increasing ad budgets during times of uncertainty. Advertisers that maintained or grew their ad spending benefited from increased sales and market share during both the challenging times and afterward.

## Reasons to maintain an advertising schedule:

Your ad is **more likely to be noticed** if the competition pulls back on its advertising and there are fewer ads in the market.

You have the chance to be the **company consumers spend with** now while also gaining their future business.

When a business cuts back on its ad spending, it **loses its “share of mind”** with consumers, with the potential of losing current – and possibly future – sales.

An increase in “share of voice” typically leads to **an increase in “share of market.”** An increase in market share often results in an increase in profits.

**86% of consumers say** businesses that advertise during challenging times are **top of mind** when it comes time to make purchase decisions.<sup>1</sup>

Businesses that continue to advertise project to consumers **the image of stability** during challenging times.

**80% of consumers agree** with the statement “I will seek more information about an ad that I find interesting.”<sup>2</sup>

**79% of consumers agree** that “advertising helps me learn about new products.”<sup>2</sup>

**74% of consumers surveyed** said they “appreciate advertising that is relevant to me.”<sup>2</sup>



## Consider implementing these advertising strategies to earn more business:

Change your advertising message to **focus on items and services that consumers need now** such as curbside pick-up and delivery services or reinforce the procedures your company is taking to ensure safety or compliance.

**Recognize customer loyalty** by using this time to thank customers for supporting your business.

Include a reassuring message that **reinforces an emotional connection and demonstrates empathy** during these trying times.

Promote the option for **consumers to shop online** for your products or services.

**Offer short-term price incentives.** This promotes a sense of community and a “we’re in this together” approach that shows an awareness and sensitivity that earns trust.

# How Often Should I Advertise?

## The Importance of Effective Frequency

One of the many decisions successful marketers must make is how often to advertise. With the proliferation of media fragmentation, retailers must cut through the clutter with message repetition. It takes time for consumers to recognize and react to brand messaging, and higher advertising frequencies are required to impact behaviors such as purchase intent.

### what is frequency?

- Frequency is the **number of times a consumer or household is exposed** to an advertising message.
- The objective of higher advertising frequency is to **increase interest** in a product or service.
- Higher frequency **helps to drive ad recall**, and influence purchase decisions.

### increase frequency when:

- **Introducing** a new product, brand, or company.
- **Launching** a new campaign message.
- The ad message includes **complex copy**.
- **Competitors** are actively advertising.
- The offer is **time sensitive** or seasonal.

### frequency by the numbers

**3** A minimum of **three exposures** is required before a consumer will even consider a product or service.

**4-12** An ad frequency **between 4 and 12** is optimal.

**13** When running **13 or more ad insertions**, be sure to change the copy so consumers don't develop ad exhaustion.

### affordable frequency

- **Keep the message recognizable** by running it in one media, and focus on repetition.
- **Run a smaller-sized ad** unit more frequently instead of a one-time larger ad.
- **Add frequency around the first and 15<sup>th</sup>** of the month (paydays) to increase effectiveness of advertising in terms of sales. People usually have spending money when they receive their paychecks.

# THE BENEFITS OF COMBINING **Print & Digital Advertising**



Consumers are exposed to a **wide variety of media each day**. The most effective marketing campaigns use a combination of print and digital advertising to increase audience engagement.

## **THE ADVANTAGES OF RUNNING A PRINT AND DIGITAL ADVERTISING CAMPAIGN**

### **Broader audience reach**

A large portion of the population, more than 6 in 10 U.S. adults, reads a print or digital newspaper each week.<sup>1</sup> In general, the printed newspaper appeals to an older demographic and the digital option captures a younger audience. If your target audience varies by age, combining print and digital advertising is the answer.

### **Increased brand awareness**

By including both print and digital ads in your marketing campaign, you are broadening the ways you reach specific audiences with your key messages, which leads to increased brand awareness.

### **Alignment with trusted media**

Print is the most trusted and impactful media. By including a complementary digital program, your messaging will resonate even more with consumers who are familiar and comfortable with the print product.

### **Amplified calls to action**

Print ads can drive digital marketing efforts by including calls to action such as a website address, social media URL, QR codes and hashtags.

### **Cost efficiency**

Integrated campaigns blend print and digital advertising methods to affordably reach the most people and convert prospects into customers.

### **Local affiliation**

Only the news media industry can pair advertisers' messages with local content, in both print and digital, to reach real people in targeted communities.

### **Speed and flexibility**

Newspapers provide one of the fastest to-market advertising channels and when combining digital ads with print ads, advertisers can reach a desirable local market in less than 24 hours.

# THE BENEFITS OF Digital Advertising

Consumers' online spending increased by 44% in 2020<sup>1</sup> and it is no wonder why.

A recent study found that the average U.S. adult **spends approximately five hours per day on his laptop** and another five hours per day on his smartphone.<sup>2</sup> Given the sheer amount of time that consumers expend on their digital devices, advertisers can effectively reach motivated shoppers during nearly half of any given day.



## DIGITAL ADS ON NEWSPAPER WEBSITES ARE BENEFICIAL TO THE ADVERTISER.

### Brand safe environment

Due to the credibility of newspaper websites, you never have to worry that your ads are positioned next to questionable content that can be devastating to your brand.

### Audience targeting

Reach your desired consumers by geography, demographics and psychographics, or by those who have recently searched for your product or service online, so you waste less money on people who are not interested.

### Personalized messaging

Deliver ad messaging that is highly relevant and engaging to your recipient and choose from the best options to deliver your message. The news media's digital properties can deliver standard banner ads, rich media, video, native sponsored content, eNewsletters and many other interactive options.

### Measurable results

Directly connect your marketing spend to actual results such as increased traffic to your website, requests for information or product sales.

### Fast turnaround

Newspapers already provide one of the quickest to-market advertising channels, but by combining digital ads with print, you can reach a desirable local market in less than 24 hours.

### Massive reach

A large portion of the population, more than 6 in 10 U.S. adults, reads a print or digital newspaper each week<sup>3</sup>, making it the perfect media for you to promote your products and services.

### Interactive content

Encourage online sign-ups to start compiling a database of interested consumers or build entries to your online contest through digital advertising.

### Flexible messaging

Experiment with different ad combinations and messaging options to determine the most successful approach.

### Budget friendly

Local ad reps can design a digital package to meet the needs of advertisers with budgets of all sizes.

# THE BENEFITS OF Print Advertising

A substantial portion of the population, **more than 6 in 10 U.S. adults**, reads a newspaper each week<sup>1</sup> making it the perfect media for advertisers to promote their products and services.



## PRINT ADS ARE BENEFICIAL TO THE ADVERTISER.

### Greater flexibility

Print ads can be placed on various days of the week in different sections of the newspaper, and ad copy can be easily changed.

### Stronger connection

Newspapers enable advertisers to use a variety of visual attributes including font, colors, images and texture to make the ad more memorable.

### Added credibility

Advertising in print continues to be the most trusted among consumers with more than 4 out of 5 Americans (82%) trusting newspaper ads.<sup>2</sup>

### Better engagement

Newspaper readers are less distracted and tend to consume the publication in a more leisurely manner. Therefore, they are more likely to spend time absorbing an ad that catches their eye.

### Drives response

Eighty percent of consumers say they seek more information about an ad that they find interesting.<sup>3</sup>

### Increases sales

Eight in 10 (79%) of newspaper readers took action as a result of reading a newspaper ad in the past 30 days.<sup>4</sup>

### Fast turnaround

Newspaper ads can be designed quickly, allowing advertisers to be in the market within days as opposed to months.

### Brick and mortar appeal

Newspapers provide a physical presence as a trackable and tangible product that can be utilized by consumers and audited by advertisers.

# why newspapers?



**82%**  
of news media  
consumers **trust**  
print ads.<sup>4</sup>

Because in print or online, newspapers are  
**the most trusted source**  
of news and information among all age groups.<sup>1</sup>

**83%** of **Generation Z**  
turns to newspapers for trusted  
information and content.<sup>2</sup>

**65%** of **millennials**  
trust paid news and information  
more than free media.<sup>3</sup>

Recent studies indicate that **more than 6 in 10** U.S. adults  
have read a newspaper in the past week, **making newspapers,**  
**in any format, an important vehicle** to reach a desirable audience.<sup>6</sup>

**84%** of **baby boomers**  
have taken action as a result of  
seeing an ad in a print newspaper  
in the past 30 days.<sup>4</sup>

**75%** of **Generation X**  
reads newspapers to learn  
about products with which  
they are not familiar.<sup>1</sup>

Newspapers are rated as **the source** that  
**operates in an ethical manner**  
and has the **public's best interest in mind.**<sup>5</sup>

**29% of consumers** say they feel  
**more favorable toward brands** they see  
advertising on news sites they trust.<sup>7</sup>

# TIPS FOR CREATING AN Effective Digital Ad

Since the first ad appeared on the internet in 1994, advertisers have been searching for direction on how to create an effective digital ad. The design of the ad can have a direct impact on the effectiveness of the overall campaign – so it's crucial to get it right.

## the message

- The headline should be **bold and powerful** to grab attention.
- **Be concise** and keep your message simple. Avoid overwhelming potential customers with too much information.
- Make the message **specific to your audience**.

## the call to action

- Make your call to action **direct and obvious**.
- **Buttons** increase click-through rates.
- Create a **sense of urgency** by using phrases such as "free trial" or "limited time offer."
- Provide **easy, clear directions**.
- Make sure to **link the ad** to your website.
- Don't forget to include a **local phone number**.

## best ad specs:

### Dimensions:

- 300x600 - half page
- 300x250 - medium rectangle
- 336x280 - large rectangle
- 728x90 - leaderboard
- 300x50 or 320x50 - large mobile banner

### File formats:

- JPG
- PNG
- GIF
- HTML5

Keep the **file size** to no more than 150kb.



300x250 medium rectangle

## the design

- Give the ad a **different look** than other content on the page.
- Use **compelling graphics** that reinforce your message or business. Don't use images just to use images.
- **Fill the frame** with the images and graphics, creating a clearly defined frame.
- Choose only one or two fonts and use **different point sizes and weights** to highlight importance.
- **Use colors that match your brand identity**. Light colors on dark backgrounds are easiest to read.
- Keep the design **simple** and use space wisely.
- **Animation ads perform better** than static ads. Keep animation to no more than 15 seconds and three loops.

# TIPS FOR CREATING AN Effective Print Ad



Advertising is an investment. Whether your goal is to sell a particular product or increase awareness of your business, it is important that consumers see, and respond to, your message.

## the message

The headline should be **bold and powerful** to grab attention.

Make a good offer that is **risk free** for the customer.

- **List the benefits** of your products and services. Highlight what makes you unique.
- **Be concise** and keep your message simple. Avoid overwhelming potential customers with too much information.
- Make the message **specific to your audience**.

## the design

- Use **compelling graphics** that reinforce your message or business.
- Choose only one or two fonts and use **different point sizes and weights** to highlight importance.
- **Use contrasting colors.** Light colors on dark backgrounds are easiest to read.
- Keep the design **simple** and use space wisely.

## the call to action

- Make your call to action **direct and obvious**.
- Be sure to include your **business contact information** and website.
- Create a **sense of urgency**.
- Use **active verbs** and the word "you."
- Provide **easy, clear directions**.

## track the ad

- Include a **coupon** or coupon code.
- Have customers **ask for a specific employee** to get a discount.
- Drive traffic to a **specific page of your website**.
- Ask customers to **follow your social media** accounts.

# BABY BOOMERS

## Engage with Newspapers

**Baby boomers are the wealthiest generation and account for half of consumer spending.**

They are nearing or enjoying retirement and are watching their millennial children start families. Many are empty nesters who are likely to spend their money on hobbies and luxury items.

Boomers are also avid newspaper readers who actively respond to the ads they see.



More than **6 IN 10**

U.S. adults, over age 55, **read a daily, Sunday or non-daily print or digital newspaper** or visit a newspaper website each week.<sup>1</sup>

**84%**

of adults 55+ **have taken action as a result of seeing an ad** in a print newspaper in the past 30 days.<sup>2</sup>

**59%**

say newspapers were **instrumental** in starting their consumer product search.<sup>4</sup>

Baby boomers rank newspapers as the **MOST TRUSTED** source of news and information.<sup>2</sup>

## TOP ACTIONS

taken by Baby Boomers after recalling specific newspaper ads:<sup>2</sup>

**GATHER**  
more information.

**SAVE**  
ad for reference.

**ASK**  
someone about the product.

**VISIT**  
store/dealer.

**SEARCH**  
online for the product.

**DEVELOP**  
a favorable opinion.

**VISIT**  
advertiser's website.

**RECOMMEND**  
the product.

**SHARE**  
the ad.

**CONSIDER**  
purchasing the product.

## Marketing to baby boomers:



**Heartwarming advertising messages** resonate best with baby boomers. They like ads that feature family, love and togetherness.<sup>6</sup>

**Highlight your product or service's benefits** and how they can make boomers' lives easier, better or healthier.<sup>5</sup>

**Use humor in your advertising wisely.** Avoid any jokes that might require background knowledge of a recent trend or fad.<sup>7</sup>

58% of boomer women are more likely to purchase products from **brands that use women who look like them in their advertising** than they are to purchase from brands that do not.<sup>8</sup>



Baby boomers **trust the recommendations of their peers, friends and relatives.** Therefore, reviews, testimonials and recommendations are important.<sup>9</sup>

86% of baby boomers are **members of a brand loyalty program** to get points and rewards.<sup>10</sup>

# Gen-Xers

## Engage with Newspapers

Generation X, or those between the ages of approximately 42 and 57, is the smallest generation that jokingly views themselves as the neglected or forgotten middle child sandwiched between the wealthy, retiring baby boomers and the more diverse, more liberal millennials. **They control more than 30 percent of the purchasing power in the U.S.** and are known for their brand loyalty. Gen Xers are also avid newspaper readers who actively respond to the ads they see.



Gen Xers rank newspapers as the **MOST TRUSTED** source of news and information.<sup>2</sup>

More than **6 IN 10**

U.S. adults, age 40-54, each week **read a daily, Sunday or non-daily print or digital newspaper**, or visit a newspaper website.<sup>1</sup>

**75%** of Gen Xers read newspapers to **learn about products** with which they are not familiar.<sup>2</sup>

**59%** of Gen Xers **trust paid news and information** more than free media.<sup>2</sup>

## TOP ACTIONS

taken by GenXers after recalling specific newspaper ads:<sup>2</sup>

**GATHER**  
more information.

**DEVELOP**  
a favorable opinion.

**RECOMMEND**  
the product.

**VISIT**  
store/dealer.

**SEARCH**  
online for the product.

**VISIT**  
advertiser's website.

**SAVE**  
ad for reference.

**ASK**  
someone about the product.

**CONSIDER**  
purchasing the product.

**SHARE**  
the ad.

## MARKETING to Gen Xers

Sandwiched between the baby boomers and millennials, Gen Xers are dealing with the joys and challenges of middle age including managing their career, raising children, caring for elderly parents and planning for retirement.

### ENGAGE GEN XERS WITH ADVERTISING MESSAGING RELATED TO:

**Providing for their families** – Pitching products and services as lasting values or once-in-a-lifetime experiences or heirlooms to hand down will resonate.<sup>3</sup>



**Playing it safe** – Gen Xers want reassurance and security – emphasize products and services that will protect their homes/planet/families/money.<sup>3</sup>



**Taking care of themselves** – Health and well-being is important – focus on supplements, healthy foods, exercise equipment and apparel, weight-loss products and fitness classes.<sup>3</sup>

# MILLENNIALS ENGAGE WITH NEWSPAPERS

Millennials, also known as Generation Y, are those between the ages of approximately 26 and 41. They account for a quarter of the population in the U.S. making them the largest living generation. Millennials embrace technology and digital solutions and are loyal newspaper readers.

Millennials rank newspapers as the

## MOST TRUSTED SOURCE

of news and information<sup>2</sup> – making them the savvy choice for retailers to connect with these valuable consumers.

More than  
**6 IN 10**

U.S. adults, ages 25 to 39, each week **read a daily, Sunday or non-daily print or digital newspaper**, or visit a newspaper website.<sup>1</sup>

Millennials prefer to get their news **by reading** it versus watching it on television.<sup>3</sup>



## TOP ACTIONS

taken by Millennials after recalling specific newspaper ads:<sup>2</sup>

**GATHER** more information.

**DEVELOP** a favorable opinion.

**SAVE** ad for reference.

**VISIT** advertiser's website.

**ASK** someone about the product.

**RECOMMEND** the product.

**VISIT** advertiser's website.

**SHARE** the ad.

**SEARCH** online for the product.

**CONSIDER** purchasing the product.

**65%** of millennials **trust paid news and information** more than free media.<sup>2</sup>

## MILLENNIALS ARE ACTIVE SHOPPERS:

**94%**

use coupons

and newspapers are their **number one source** to get them.<sup>4</sup>



**72%**

read newspaper **to learn about products** with which they are not familiar.<sup>3</sup>

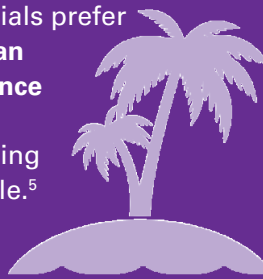
**74%**

**respond to advertisements** in print newspapers.<sup>4</sup>

## MARKETING TO MILLENNIALS

**THREE OUT OF FOUR**

millennials prefer to **buy an experience** over something desirable.<sup>5</sup>



Millennials are more likely to **stay loyal to a brand** because of loyalty rewards than any other generation.<sup>6</sup>

**81%**

millennials expect companies to make a **public commitment** to charitable causes and citizenship.<sup>7</sup>



Ads that evoke feelings of **financial security, responsibility and self-reliance** perform better with millennials.<sup>8</sup>

Sources: <sup>1</sup>2021Release1 Nielsen Scarborough Report. Copyright 2022 Scarborough Research. All rights reserved; <sup>2</sup>Coda Ventures; <sup>3</sup>NAA; <sup>4</sup>Neustar; <sup>5</sup>Media Space Solutions; <sup>6</sup>Ace Metrix; <sup>7</sup>Keap; <sup>8</sup>AARP; <sup>9</sup>Marketing Insider Group; <sup>10</sup>Salesforce

# GENERATION Z

## engages with newspapers

Generation Z, or those between the ages of approximately 10 to 25, is the youngest, most ethnically diverse and largest generation in American history. They comprise 27% of the U.S. population. Gen Z grew up with technology, the internet and social media; however, **they spend more time reading physical newspapers without interruption** than they do on social media, websites and blogs.<sup>1</sup>

Generation Z trusts  
**print publications**  
more than any other media  
to deliver credible information.<sup>1</sup>

The number of Gen Zers  
who read a newspaper  
**increased by 38%**  
over two years.<sup>3</sup>



**83%**

**turn to newspapers**  
for trusted information  
and content.<sup>1</sup>

They prefer to get their news  
**by reading**  
versus watching it on  
television.<sup>5</sup>



Nearly  
**6 IN 10**

U.S. adults, ages 18 to 24,  
each week **read a daily,  
Sunday or non-daily print  
or digital newspaper** or  
visit a newspaper website.<sup>2</sup>

## Generation Z are active shoppers

### Gen Zers:

- **Account for 40%** of all consumers.<sup>4</sup>
- Agree that **advertising helps them learn** about new products.<sup>1</sup>
- **Appreciate** relevant ads.<sup>1</sup>

**98%** **buy in store** some or  
most of the time.<sup>5</sup>

**89%** consider themselves  
to be **price-conscious  
shoppers**.<sup>4</sup>

**72%** say that **cost is the  
most important  
factor** when making  
a purchase, yet they  
value quality.<sup>1</sup>

**60%** of Gen Z shoppers prefer  
to **go into a store** over  
shopping online.<sup>1</sup>



## marketing to Gen Zers

### Gen Z values and supports brands that are socially conscious.

Highlight your dedication to social impact by giving proceeds to charity, being environmentally conscious, having strong values, or project an impact-driven image in your advertising messaging.<sup>1</sup>



### Gen Z are subject to impulse buying if there's a fear of missing out (FOMO).

Simple messages like "limited time only" or "few left in stock" work because they don't want to feel like they missed out on something.<sup>1</sup>

### Gen Z prefers ads that create an emotional connection.

Create ads that are uplifting and convey a positive message about how a product or service can make the world a better place.<sup>6</sup>



## A Guide for Media Buyers

When planning and placing print and digital newspaper advertising, it is helpful to be familiar with the jargon that is used by the industry. Here is a list and description of some of the most popular terms.

**Advertising Impressions:** The audience delivery of media vehicles, programs or schedules. Usually expressed as thousands (000).

**Advertising Weight:** The measure of advertising support for an item/brand over a period of time, expressed in gross rating points, impressions, target audience reached, etc.

**Advertorial:** A print advertisement that is deliberately intended to resemble editorial matter or story in a newspaper or magazine.

**Affidavit:** A formal sworn statement of fact, signed by someone who can verify this fact, and witnessed by someone such as a notary public. For newspapers, this is often used to prove that an insert or legal notice has run in a paper as scheduled.

**Agate Line:** A unit of measurement for newspaper advertising which measures one column wide with 14 agate lines per inch (each equal to 1.81 millimeter or 0.07 of an inch).

**Average Frequency:** The average number of times a person or household is exposed to an advertising schedule/campaign.

**Alliance for Audited Media (AAM):** Independent, non-profit organization comprised of publishers, advertisers, advertising agencies to audit and certify circulation of various publications. Annual audit reports show the average net-paid-circulation of the publications (including daily and weekly editions of newspapers, and magazines) and is used by advertisers in planning their marketing campaigns.

**Banner:** Rectangular digital advertisements that are shown in and around content on a webpage.

**Bleed:** Printing that extends to the trimmed edge of a printed page.

**Brand Development Index (BDI):** A measure of the strength of a brand's sales in a particular geographic area indexed to the national sales average. BDI indicates where significant groups of a brand's customers live and aids in targeting marketing efforts.

**Broadsheet:** A full-size newspaper.

**Buy Sheet:** The form used by a media buyer to keep track of data related to a media "buy".

**Center Spread:** An advertisement appearing on two facing pages of a newspaper, printed on a single sheet in the center of a publication (see Double Truck).

**Checking Copy:** A copy of a printed page sent to the advertiser and the agency as proof the ad ran as ordered (see tearsheet).

**Circulation:** The total average number of distributed copies of a publication during a specified standard time (day, week or month).

**City Zone Circulation:** The targeted number of newspapers distributed within a specified city area, not outlying areas.

**Classified Advertising:** Advertising arranged according to categories featuring items offered for sale at a set price for a set period of time. The ad is generally in small print.

**Classified Display Advertising:** Classified advertising with the characteristics of display advertising – larger-sized, non-classified fonts, graphics, and borders.

**Click:** When a user manually takes action and clicks on a digital advertisement.

**Click Through Rate (CTR):** The percentage of ads that were clicked on by a user (total number of clicks divided by the total number of impressions served).

**Closing Date:** The final deadline by which advertising space must be reserved to secure the dates/ times/ positions requested.

**CMYK:** An acronym for cyan, magenta, yellow and black – the four ink colors used in full-color printing.

**Column Inch:** Publication space that is one column wide by one-inch high, used as a measure of advertising space. Column inches are used to determine the cost of ads.

## GLOSSARY (CONT.)

**Combination Rate:** A discounted advertising rate offered to advertisers for buying advertising space in two or more publications owned by the same company.

**Connected TV:** Video content that is delivered to a user via the internet rather than a traditional cable subscription.

**Cooperative advertising (Co-Op):** Retail advertising that is paid partly or fully by a manufacturer when set guidelines are followed (slang “co-op”). Co-op advertising may only be available at limited times of the year and on certain products.

**Corporate Discounting:** Rate discounts offered to advertisers with numerous brands of products; all of the corporation’s advertising buys are combined for a larger discount level.

**Cost Per Click (CPC):** The total cost of the campaign divided by the total number of clicks.

**Cost Per Rating Point (Cost Per Point, CPP, Cost Per GRP):** The cost of advertising to reach one percentage point of the target group, audience, or population in a given market or geographic area.

**Cost Per Thousand (CPM):** The cost of every 1,000 digital ad impressions purchased.

**Coverage Area:** The geography of where a media has coverage. In print, the coverage area equates to the circulation area.

**Cover Position:** Advertising on the cover of a publication, often at a premium cost due to limited availability. Cover positions can include front cover, inside front cover, inside back cover, outside back cover or section cover.

**Cume (Cumulative Audience):** The total number of individuals or households reached by an advertising campaign at least once during the media buy.

**Deadline:** The final date and time for accepting final buy to meet a publication schedule.

**Desktop Delivery:** Digital ads that are served on a traditional desktop computer or laptop device.

**Direct Mail Advertising:** Any printed material sent via mail directly to target customers.

**Display Advertising:** Print advertisement that is placed outside of classified advertising. Display ads can range from small to the full size of the print page. Ads generally contain typeset copy, graphics, and design to attract customer interest. The size of the ad is based on the number of columns wide by the number of inches tall.

**Doorcrasher:** An advertisement designed to promote a heavy volume of response/foot traffic for a special event or short-term sale.

**Double Truck:** A large newspaper ad measurement that uses two facing full pages, including the gutter or fold. The entire ad is treated as one unit and is traditionally the center spread of the section.

**Dots Per Inch (dpi):** The number of electronic dots per inch that a printer can print affecting resolution. The higher the dpi, the higher the resolution.

**Eblast:** A promotional email sent to targeted opt-in users where the client owns the entire message and appears as the sender.

**Efficiency:** The ratio of cost of an advertising campaign to the size of the audience used to compare various mediums and buys.

**Enewsletter:** An email sent to opt-in users from an owned and operated news site with advertisements in conjunction with editorial content.

**Exclusivity:** An agreement between a media and an advertiser. The media agrees to run no advertising by competitors for a given client. This is often granted at a premium price.

**E-Tearsheet:** An electronic tear sheet – an electronic image of a newspaper page used to prove proof of publication.

**First Refusal:** The right of an advertiser to have the first choice in continuing sponsorship of a program or position before it is offered to another advertiser.

**Fixed Position:** An advertising placement that remains fixed over time (front cover of a section).

**Flat Rate:** A print advertising rate that does not offer a discount.

**Flighting:** A scheduling technique for advertising buys.

## GLOSSARY *(CONT.)*

**Fractional Page:** Print advertising space that is less than a full-page.

**Free Circulation:** A publication sent to customers without their need to pay for it.

**Frequency:** The number of times that an individual is exposed to an advertisement or campaign or the number of times an ad is scheduled for placement.

**Frequency Cap:** A limit to the number of times an individual user will be shown a particular digital advertisement within a given time frame.

**Frequency Discount:** A discounted advertising rate that is given by media to advertisers for placing multiple ad placements within a given time frame.

**Geo-Target:** The geographical area being targeted by a digital campaign.

**Geo-Fence:** A digital border that is drawn around a specific address or set of addresses used to target users with digital ads when they are present at that specific location.

**Gross Billing:** Cost of an advertising buy that includes the advertising agency commission.

**Gross Impressions:** The total impressions for a series of ads or an ad campaign among a given audience.

**Gross Rating Points (GRP's):** A measure of how much advertising exposure is going to a given audience in a media plan.

**Gutter:** The blank space between margins of facing pages of a publication or the blank space between columns of text.

**Heavy-Up:** To increase the frequency in an advertising campaign for a limited period of time.

**Hiatus:** A planned period of inactivity between advertising schedules.

**Homepage Takeover:** Digital advertisement involving every unit on the homepage of a website, giving the client a 100% share of voice on the page.

**Impression:** When a digital ad is shown on a user's screen.

**In-Banner Video:** Video advertisement that loads and plays inside a space sized for and traditionally reserved for a standard banner unit.

**Insert:** A one-page or multi-page print advertisement that is distributed and inserted into a publication.

**Insertion Order:** Written authorization from the advertiser or agency to a publication. Orders specify cost per ad, size, publication dates as well as any request for special position.

**Internet Radio:** Audio streamed over a network rather than received as a signal from a particular physical location.

**Interstitial:** A type of digital advertisement that is displayed between two pages of content.

**Island Position:** A print advertisement surrounded entirely by editorial and not other ads.

**Line Rate:** The cost per agate line for newspapers. This is often seen in classified placements.

**Key:** A code placed in an advertisement to facilitate tracking data.

**Local Display:** A newspaper or broadcast station's owned and operated website.

**Magazine Supplement:** A separately printed magazine section inserted into a newspaper. Supplements can be produced both locally and nationally.

**Makegood:** No charge rerun placement given to an advertiser when the original spot or ad did not run or ran incorrectly.

**Media Buying:** The purchase of media space for the placement of advertisements. This is often done by an agency or placement firm on behalf of the advertiser.

**Mobile Delivery:** Digital ads that are served while a user is engaging an app on their mobile device or visiting a website via an internet browser on their mobile device.

**Native Advertising:** Digital content from an advertiser that positions them as a subject matter expert and reads like an editorial piece.

**Net Paid Circulation:** A term used by AAM for the circulation of a publication to indicate the number of copies sold per issue both in subscription and newsstands.

**Newspaper Syndicate:** A company that sells special material such as features, photographs, comic strips, and cartoons to newspapers for print in their publications.

## GLOSSARY (CONT.)

**Open Rate:** The highest advertising rate given to an advertiser before any discount can be earned; also called "one-time rate."

**Over The Top (OTT):** Video content that is delivered to a user via the internet rather than a traditional cable subscription.

**Paid Circulation:** The number of printed copies that are purchased by readers in a given time period.

**Page Unit:** An ad measurement system used in magazine advertisements and some tabloids. Designated measurements often include full page, half page, one-third page, one-sixth page, etc. These are also called modular units.

**Pass-Along Readership:** Readers of a publication in addition to the initial buyer. Also called Secondary Audience.

**Page View:** The total number of times a page on a website is visited during a set period of time.

**Penetration:** The degree to which a media has coverage in a market. It can also refer to the effectiveness of a campaign's impact on individuals or households.

**Per Column Inch (PCI) Rate:** Cost per column inch for print display advertising, mostly used for newspaper pricing.

**Pixel:** A unit of measurement used in the creation of digital advertisements.

**Position:** advertisement on a page.

**Pre-Roll Video:** Video advertisements that play before video content on websites or mobile apps.

**Premium Network:** The programmatic ad-buying space where ads are served based on audience targets rather than on a specific website.

**Premium Price:** A special advertising rate, usually higher, for special positions or other considerations.

**Preprint:** Advertising inserts that are printed in advance of the regular press run and then combined with the final publication just prior to distribution.

**Psychographic:** Research data that describes consumers on the basis of psychological traits or lifestyle preferences.

**Publisher's Statement:** A notarized statement from the publisher of total circulation, geographic distribution, method of getting subscriptions, etc. Statements are filed as needed by AAM.

**Quintile:** The division of an audience into five equal groups ranging from heaviest to lightest amount of exposure to any medium. Each quintile contains 20% of the total sample.

**Rate Card:** A document that communicates the advertising costs, issue dates, program names, closing dates, requirements, cancellation dates for a given publication.

**Rate:** A charge for advertising media space or time.

**Reach:** The total number of individuals or households reached by an advertising campaign at least once during the media buy. An alternate term for CUME Audience.

**Readership:** The number of persons who read a publication or advertisement.

**Readers Per Copy:** The number of readers per copy of a newspaper or magazine.

**Regional Edition:** A national publication's geographic-specific section that provides circulation in a certain geographic area.

**Roadblock:** Digital advertisement involving every unit on a webpage, giving the client a 100% share of voice on the page.

**ROP Color:** Color printing that is done during the scheduled press run and is placed in the regular space of the publication.

**Run of Paper (ROP):** Newspaper advertising that is positioned to run anywhere in a publication, with no exact choice of a specific position or page. Placement is at the discretion of the newspaper.

**Spadea:** ed, unbound broadsheet that is folded around a newspaper, or around one of its sections, appearing as a partial page or flap over the front and back.

**Schedule:** A list of advertisements or media to be used in a campaign along with the timing of placements.

**Schedule and Estimate:** Detailed information submitted to the advertiser prior to a media buy; traditionally details price, schedule, publications and goals.

## GLOSSARY *(CONT.)*

**Secondary Audience:** Readers of a publication in addition to the initial buyer. Also called Pass Along Readership.

**Share of Voice:** The percentage of advertising a client owns during a specific set of time relative to all available inventory.

**Shopping Newspaper:** A newspaper-like publication that is predominately advertising and often distributed free to shoppers or to households (slang “shopper”).

**Short Rate:** Money that is owed to a media by an advertiser to compensate for the shortfall difference in revenue between what was purchased and what was contracted.

**Sliding Billboard:** High-Impact digital advertisements that display as a narrow bar at the top of a website and expand down when a user rolls over the ad.

**Social Display:** Paid advertisements on a social platform such as Facebook, Twitter, Pinterest, etc.

**Sponsorship:** Payment for marketing vehicles in exchange for advertisements in the piece.

**Spot Color:** A single extra color ink added to a page; also called flat color.

**Streaming:** The method of receiving audio or video data in a continuous flow across a network.

**Supplement:** A newspaper section in magazine format inserted prior to distribution.

**Tabloid:** A newspaper format that’s roughly half the size of a broadsheet newspaper. Approximate size of a standard newspaper folded in half (slang “tab”).

**Tearsheet:** A publication page with an advertiser’s message, sent to the advertiser as proof of accurate placement.

**Teaser:** An interest-building advertisement that precedes the kick-off of an advertising campaign.

**Till Forbidden (TF):** A newspaper insertion order abbreviation; run the advertisement until told to stop.

**Trade Paper:** A specialized publication for a specific audience like a profession, trade, or industry.

**Traffic Report:** The data provided to the client at the end of a campaign demonstrating the performance and results of a digital campaign.

**Video Completion Rate (VCR):** The percentage of videos viewed to 100% completion (total number of videos watched at 100% divided by the total number of impressions served).

**Vehicle:** Anything capable of exposing advertising to customers.



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