



## ICA GLOSSARY OF MEDIA TERMINOLOGY: BROADCAST & INTERNET

Broadcasters and agencies often use a variety of terms to try to communicate about the same things in advertising, sometimes causing confusion. In order to ensure clearer understanding, as well as provide a common Glossary of Terms for newcomers to the industry, ICA's volunteer Traffic Committee canvassed a great many sources and authorities in the industry. This was to ensure that our Glossary was comprehensive in scope and appropriate in terms of detail and explanation.

In particular, credit and our thanks is extended to each of the following expert sources and resources to which we referred for content and correctness:

***Advertising Media Glossary***, Duke University

***Canadian Advertising in Action***, Keith J. Tuckwell, St. Lawrence College, Adjunct Professor, Queen's University, Prentice Hall, Scarborough, 2000

***CTV Sales & Marketing***

***Dictionary of Terminology, Advertising***, Department of Advertising, the University of Texas at Austin

***Media Digest***, Canadian Media Directors Council

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As broadcast now sometimes includes "broadcasting" on the Internet, a short Internet Glossary of Terms follows at the end of this main Glossary.

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**Ad Copy**

The printed text or spoken words in an advertisement.

**Adjacency**

A commercial time slot immediately before or after a specific program, can combine two different elements such as billboard and a spot. Also called a break position (see Break Position).

**Affidavit**

Written legal proof-of-performance from a radio or television station that a commercial ran at the time indicated.

**Affiliate**

A broadcast station, usually independently owned, which has a contractual relationship with a network to carry the network's programs and announcements in specific time periods.

**Afternoon Drive**

A radio day-part, usually 3:00 – 7:00 pm

**Agency Commission**

A percentage paid on agency work including buying media, production, etc. Rates including the commission are gross; rates less the commission are net. Agencies use a commission system, a fee system, or a combination of both.

**Agency-of-Record (AOR)**

An advertising agency or independent media buying company that purchases media in conjunction with another agency or group of agencies serving the same advertiser. The AOR also handles scheduling and distribution of dubs.

**AM (Amplitude Modulation)**

The transmission of sound in radio broadcasting in which the amplitude (power) of a transmitting wave is modulated (changed) to simulate the original sound.

A method used to modulate a signal, typically using radio. In the case of an analog signal to be sent, the amplitude of the radio wave is modulated to be directly proportional to the value of the analog signal at the time. This should be compared to frequency modulation (FM) which modulates the frequency rather than the amplitude.

**Announcement**

An advertising message in broadcast media, 3 minutes or less in time, commonly 10, 15, 30, 45 or 60 seconds in length. Synonymous with "commercial" and usually referred to as a "spot".

**Artwork**

The visual components of an ad, not including the typeset text.

**Availabilities**

Programs, time periods or breaks a station offers for sale. "Avails" for short.

**Back-to-Back Scheduling**

Two or more commercials that are run, one immediately following the other.

**Barter**

The exchange of goods and services without the use of cash. Usually the acquisition of media time or space in exchange for merchandise. Also referred to as contra.

**Basic Cable**

The offering to subscribers of broadcast and cable TV originated programs as part of a "basic" service agreement in which a subscriber pays a cable TV operator or system a monthly fee. Does not include "pay" services that might be offered by the cable operator.

**Billboard**

Sponsoring announcement/identification within a program or tied to a feature.

**Blocking chart**

The graphic presentation of planned advertising activity on a calendar.

**Bonus**

Additional no charge units given to a client that are above and beyond the purchased schedule used to fill unsold time. Also known as Additional Viewing Opportunities, Log Fill or Pre-Compensation.

**Bookends**

Spots airing at the beginning and end of a commercial cluster.

**Break Position/Outbreak/Post Break**

A commercial aired between programs as opposed to in-program. Also called Adjacency (see Adjacency), Outbreak or Post Break.

**Breakfast/Day/Drive/Evening**

In radio, basic dayparts sold, station defined. Time blocks are usually 6 a.m. to 10 a.m. (breakfast), 10 a.m. to 3 p.m. (day), 3 p.m. to 7 p.m. (drive) and 7 p.m. to midnight (evening).

**Budget Control Report (BCR)**

Monthly, quarterly or annual document detailing actual versus projected expenditures to date.

**Buy Request**

A form outlining specific requirements (target group, flight dates, etc.) of a broadcast campaign to be purchased.

**Cable TV**

Reception of TV signals via cable (wires) rather than over the air (ie. via a TV antenna).

**Camera-Ready Art**

Artwork that is in sufficiently finished form to be photographed for printing or supplied for billboards or logos.

**Canadian Radio-Television and Telecommunications Commission (CRTC)**

A federal government-appointed body that regulates all aspects of the broadcast and telecommunications industries.

**Caption**

An advertisement's headline, or the text accompanying an illustration or photograph.

**Clearance**

The process by which a vehicle reviews an advertisement for legal, ethical, and taste standards, before accepting the ad for publication.

**Client**

The ad agency's term for the advertisers it represents.

**Closed Captioning**

Service offered to hearing-impaired television viewers that translates program audio into scrolled text.

**Cluster**

The set of different commercials within a commercial break, usually two to three minutes in total.

**Colour Scripts**

A set of still photographs made from a television commercial, accompanied with a script, to be kept as records by an agency or client.

**Commercial Code Sheet**

Provides the commercial information such as ID, title, approval numbers, commercial codes, brand codes, talent cycles, flight dates, rotation instructions and special instructions. Also referred to as Creative Scheduling, Commercial Info Sheet, Commercial Code Sheet Instructions.

**Commercial Info Sheet**

See Commercial Code Sheet.

**Compensation (Audience)**

Inventory contracted due to advertisers' guaranteed shortfalls.

**Conjunction**

A large purchase of broadcast media time in dollar terms, usually extending to a 52-week period. It is designed to enable short-term advertisers to participate in top-rated shows and receive the discounts normally available only with a 52-week purchase.

**Contra**

Commercial time or space acquired in exchange for merchandise or services (also referred to as barter).

**Co-operative Advertising**

The sharing of advertising costs and materials by suppliers and retailers, or by several retailers.

**Corporate Advertising Campaign**

A campaign that promotes a corporation, rather than a product or service sold by the corporation.

**Cost Per Rating (CPR)**

The cost of an advertising unit (eg. a 30-second commercial) divided by the average rating of a specific demographic group (eg. women 18-49).

**Cost Per Thousand (CPM)**

Cost to deliver a message to 1,000 individuals.

**Coverage**

Percentage of homes or individuals in a specific area that receive a broadcast and/or cable signal.

**Creative Scheduling**

See Commercial Code Sheet.

**Cue Sheet**

A break structure of a program which includes all elements (breaks, feature and billboard positioning).

**Cut-in**

Regional or local insertion of an alternative commercial replacing a spot carried nationally (or provincially) on a network.

**Dayparts**

Divisions of the broadcast day into general time periods. In television they include: day, early fringe, weekend and prime; in radio, breakfast, day, drive and evening.

**Delayed Broadcast (DB)**

The term given to a network TV program that is delayed for airing in a given market at a different time than the time it airs nationally.

**Demographics**

Description of an audience by age, sex, education, etc. This does not include classification by subjective attitudes or opinions of consumers.

**Direct Response Advertising**

Promotions that permit or request consumers to directly respond to the advertiser, by mail, telephone, e-mail or some other means of communication. Also called Direct Marketing.

**Drive Time**

The morning and afternoon hours of radio broadcasting – morning drive usually 6:00 am to 10:00 am and afternoon drive 3:00 – 7:00 pm. Also see “Daypart” and “Breakfast/day/drive/evening”.

**Dub**

Making one or more copies of an audio or video recording.

**Early Fringe**

The TV daypart between Daytime and Prime Access: usually 4:00 – 7:30 pm EST.

**Early Morning**

A television daypart, usually 6:00 – 10:00 pm EST. Sometimes referred to as “Breakfast”.

**Estimate**

Computation of probable cost for production or media execution of a client's advertising.

**Exclusivity**

Negotiated or purchased right to bar any other advertiser within a defined product category from advertising in the media vehicle in question. Also refers to talent under contract who are not to appear in competitive advertising.

**Fiber Optics**

Thin glass fibers used for transmitting information, eg. audio/video from a central source to a person's TV set.

**Fiscal Airing**

When a commercial is aired in order to include it in a budget for a particular fiscal period.

**Fixed Position**

A commercial unit purchased at a premium, guaranteed to run at a specific time.

**Flighting**

The scheduling of advertising for a period of time, followed by a hiatus, then another “flight” of advertising.

**FM (Frequency Modulation)**

A clear radio signal, without static or fading that results from the adjustment of the frequency of the transmitting wave to the originating sound. Also the speed at which waves travel in thousands of cycles per second (kilohertz).

Frequency modulation requires a wider bandwidth than amplitude modulation by an equivalent modulating signal, but this also makes the signal more robust against interference. Frequency modulation is also more robust against simple signal amplitude fading phenomena. As a result, FM was chosen as the modulation standard for high frequency, high fidelity radio transmission: hence the term FM radio.

**Format/Tape Format/Cue Sheet**

Type of radio programming (e.g., news, talk, adult contemporary). Also see Tape Format or Cue Sheet.

**Frequency**

The average number of times an audience is exposed to an advertising message over a period of time, usually a week.

**Fringe Time**

A time period directly preceding and directly following prime time, on television. See Early Fringe, Late Fringe.

**Full Service Agency**

An agency that handles all aspects of the advertising process, including planning, design, production, traffic and placement. Today, full-service generally suggests that the agency also handles other aspects of marketing communication, such as public relations, sales promotion and direct marketing.

**Generic Brand**

Products not associated with a private or national brand name.

**Global Brand**

A product sold under the same name all over the world.

**Gross Rating Points (GRP's)**

The sum of all ratings delivered by a given schedule, against a pre-determined target group.  $GRP's = reach \times frequency$ .

**Grid Sheet**

See Media Schedules.

**Heavy-up**

Increase in media weight for a short span of time.

**Hiatus**

The period of time between advertising flights.

**High Definition Television (HDTV)**

A digital-format system with higher resolution or pictorial clarity, as more lines per picture frame are transmitted.

**Identification (ID)**

Station identification during a commercial break in a television or radio program.

**Impressions/Messages**

The total number of commercial occasions or advertisements scheduled, multiplied by the total target audience potentially exposed to each occasion. A media plan's impressions are usually referred to as "gross impressions".

**Independent Station**

A broadcast station that is not affiliated with a national network of stations.

**Infomercial**

A long commercial (e.g. 10 to 30 minutes in length) that presents in detail the benefits of a product or service.

**In-House Agency**

An advertising agency owned and operated by an advertiser, which handles the advertiser's account.

**Interactive**

Two-way communication system.

**International Advertising**

Advertising a product or service in a country other than where it originates.

**Interstitial**

Program content that is information-based and not associated with a given product. Also known as Vignette. Often run as :30s or :60s.

**Jingle**

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

**Late Fringe**

A TV daypart that follows Primetime, usually 11:00 pm to 1:00 am EST, or later.

**Lead-in/Lead-out**

A program preceding/following the time period of another program.

**Local Advertising**

Advertising a local merchant or business as opposed to regional or national advertising.

**Local Program**

Non-network program airing on a station.

**Log Fill**

See Bonus

**Logo (logotype)**

A brand name, publication title, or the like, presented in a special lettering style or typeface and used in the manner of a trademark.

**Make-good**

Commercial announcement offered to an advertiser as compensation for a spot not run as originally contracted.

**Master Tape**

A broadcast quality audio or video tape used to create dubs for station use.

**Media Buy**

See Media Schedules.

**Media Buying Service**

An advertising agency that specializes in media planning and placement.

**Media Plan**

A plan designed to select the proper demographics for an advertising campaign through appropriate media selection.

**Media Schedules**

Media sheet that shows programs purchased, including brands, placement, cut-in brands, brands scheduled to air by program, length of buy, commercial length, and contract numbers. Also referred to as Traffic Schedules, Media Buy, Grid Sheet, Programming Schedules.

**Media Strategy**

A plan of action by an advertiser for bringing advertising messages to the attention of consumers through the use of appropriate media.

**Medium/Media (plural)**

Any means used to convey advertising messages to the public; the individual segment within a medium is referred to as a vehicle. These include television, cable television, magazines, newspaper, radio, billboards, etc.

**National Advertising**

Advertising which is aimed at a National Market, as opposed to Local Advertising. Advertising of a trademarked product or service wherever that product or service is available.

**N/A (Not Available)**

Refers to inventory booked for which there is not time to accommodate.

**Network**

A broadcast entity that provides programming and sells commercial time in programs aired nationally via affiliated and/or licensed local stations, e.g. CBC television network, CTV television network, Discovery cable network, etc.

**No-Charge**

See Bonus

**O&O (Owned and Operated) Station**

Radio and television stations owned and operated by a network.

**One Time Only (OTO)**

A spot or program which is available only once. The spot can be bought outright or used for a makegood.

**Open End**

Time left at the end of a commercial or program that is provided for the use of local advertising or station identification. Also referred to as a Station Break or Post Break.

**Outbreak**

See Break

**Package**

Programs or commercials offered by a network that is available for purchase by advertisers either singly or as a discounted package deal.

**Pay Cable**

Programs and/or services provided to basic cable subscribers for an additional fee (e.g. Discovery Channel)

**Pay-per-view**

A telecast, usually of a special event or movie, for which subscribers pay a one-time fee to view.

**Photoboards**

See colour scripts.

**Piggyback**

Two commercials that are shown back-to-back by the same sponsor. Also see Split Commercial/Split 30's.

**Pod**

A grouping of commercials and non-program material in which (usually) more than one advertiser's commercials air. Also referred to as a "commercial interruption" or "commercial break", but airing in-program.

**Point-of-Purchase Display (POP)**

An advertising display at the place where consumers purchase goods or services (e.g. counter card at a retail outlet).

**Post Break**

See Break.

**Post-Buy Analysis**

An analysis of actual media deliveries calculated after a specific spot or schedule of advertising has run.

**Pre-Buy Analysis**

A report of estimated deliveries of a broadcast media spot or schedule purchased.

**Pre-Compensation**

See Bonus

**Pre-Emption**

The displacement of a regularly scheduled program or commercial announcement, on a broadcast facility, by the station or network.

**Preferred Position**

See Fixed position.

**Premium**

In broadcast or other media, means rate is above rate card. Also gift to client when attending a launch (giveaway).

**Prime/Fringe/Day**

In television, the basic dayparts sold, as defined by individual stations. Prime usually runs 6:00 p.m.-11:00 p.m., fringe 4:30 p.m.-6:00 p.m. and 11:00 p.m. until sign-off, and daytime sign-on until 4:30 p.m.

**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 usually 8:00 pm to 11:00 pm EST (7:00 pm to 10:00 pm CST). See Dayparts.

**Production**

To create a print or broadcast advertisement, from a creative concept.

**Program Line-up**

List of programs airing on a station.

**Program substitution**

Substitution, by the cable company, of one program for another on a given channel.

**Programming Schedules**

See Media Schedules.

**Promotion**

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

**Promotional Product**

A product imprinted with, or otherwise carrying, a logo or promotional message. Also called an Advertising Specialty.

**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 Announcements (PSAs)**

Advertising with a central focus on public welfare, generally sponsored by a non-profit institution, civic group, religious organization, trade association or political group.

**Pulsing**

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

**Rate Card**

Information cards, provided by both print and broadcast media, which contain information concerning advertising costs, mechanical requirements, issue dates, closing dates, cancellation dates, and circulation data, etc.

**Rating/Rating Point**

The average percentage of target group population within a defined geographic area tuned to a particular program at a specific time period. Rating equals average target audience divided by target population, multiplied by 100.

**Reach**

The total audience (number of people reached) potentially exposed, one or more times, to an advertiser's message over a period of time (a week).

**Repeat**

The re-broadcast of an original program, also called a rerun.

**Rep or Representative**

A person who solicits advertising space on behalf of a particular medium.

**Residuals**

A sum paid to a performer on a TV or radio commercial when it goes to air, and is usually established by a governing actors' union. (e.g. in Canada, ACTRA (Association of Canadian Television and Radio Artists), UDA (Union des Artistes), and in the U.S., AFTRA (American Federation of Television and Radio Artists) or SAG (Screen Actors Guild).) Sums are paid in 13 week cycles or as contracted.

**Retail Advertising**

Advertising which promotes local merchandiser's goods and services for a specific market.

**Rip-o-matic**

A very rough rendition of a proposed commercial, composed of images and sounds borrowed (ripped off) from other commercials or broadcast materials.

**Roadblock**

A method of scheduling broadcast commercials to obtain maximum reach by simultaneously showing the identical advertisement on several different stations.

**Roll-Out**

A marketing procedure where advertising is progressively expanded into more geographic areas over time.

**Rotation**

Scheduling of a pool of commercials through a set schedule, on a rotating basis.

**Rough Cut**

A preliminary arrangement of film or tape shots that are roughly edited together without voice-over or music to service purpose in the early stages of editing.

**Run of Schedule (ROS)**

Unit scheduled at the broadcasters' discretion within agreed upon time of day and day of week parameters. Spots can be randomly placed within those parameters.

**Satellite**

Refers to station signals from anywhere in the world that are intentionally beamed to a satellite from a station. Operators use satellite dishes to receive signals to feed their subscribers. Also method used to deliver (and receive) commercials or programs to television stations.

**Scheduling Instructions**

At agency level, written direction given by account group or client to traffic department, instructing specific creative rotation and timing.

**Seasonality**

The variation in sales for goods and services throughout the year, depending on the season, e.g. hot chocolate is advertised more in the winter, as opposed to summer months.

**Share**

The percentage of the total television-viewing audience tuned to a particular program or station at a specific time. Share equals average program audience divided by average people viewing during that time period, multiplied by 100.

**Signature**

A musical theme associated with a television program, radio show, or a particular product or service. Also referred to as a theme song.

**Simulcast**

Two or more broadcast stations carrying the same program at the same time. A situation in which an episode of a U.S. network program is scheduled to appear on a Canadian station at the same time. Cable companies must carry the Canadian signal, and therefore, viewers are exposed to Canadian advertising.

**Simultaneous Program Substitution**

Cable replacement of American identification and commercials with Canadian where the U.S. and Canadian stations are telecasting the same episode of a program at the same time.

**Skew**

A bias toward a particular segment of the population.

**Specialty Channel**

Television channel that programs to a vertical interest group.

**Specialty Advertising**

A form of advertising that uses items, often clothing or small gifts, to communicate an advertiser's name, logo and brief message.

**Spill in/Spill out**

Spill-in is viewing of television broadcast from a different market (e.g. people in Hamilton viewing Toronto stations). Spill-out is viewing outside the originating TV market (e.g. Toronto stations delivering audiences in Hamilton).

**Split commercial/Split 30's**

A commercial from the same advertiser devoting part of its time to one product, part to another, each being able to stand alone. Sometimes referred to as a "piggyback" commercial. Also see Piggyback.

**Sponsorship**

The purchase of more than one commercial within a program, allowing advertisers to receive billboards or exclusivity of advertising within the brand's product category.

**Spot TV/Spot Advertising**

Purchase of broadcast time on a station-by-station basis, i.e., non-network time. Sometimes referred to as Selective.

**Standard Broadcast Calendar**

Division of a year into specified weeks commencing Mondays, and months comprised of stated full weeks only. For costing/billing/scheduling purposes.

**Station Line-up**

The listing of stations carrying a radio or TV program.

**Storyboard**

A set of graphic renderings in a television frame format, accompanied by appropriate copy, depicting what a finished commercial will look like.

**Strip Programming**

A program scheduled at the same time (usually during Fringe) on successive days (usually Monday-Friday).

**Super/Superimposition**

A print message superimposed on a television frame.

**Superstation**

An independent TV station whose signal is transmitted throughout the country via satellite (more common in the U.S., such as WTBS known as TBS Superstation)

**Supplier**

Companies that sell goods or services to an advertising agency for their use in constructing advertisements, e.g. design studios, colour houses, film production services, etc.

**Sweeps**

Refers to specific times when both Nielson and BBM survey all local market broadcast media for the purpose of rating the stations and their programming.

**Syndicated program/Syndication**

A television or radio program that is distributed in more than one market by an organization other than a network.

**Tag line**

A slogan or phrase that visually conveys the most important product attribute or benefit that the advertiser wishes to convey. Generally, a theme to a campaign.

**Talent cycle**

A specific time period (usually a 13-week period) upon which residual payments to an advertisement's performers are based. Each time the advertising runs in a new talent cycle, additional payment is required.

**Tape Format**

See Format.

**Target audience/market**

A specific group of individuals at whom an advertising message is directed.

**Teaser**

Advertisements preceding a major campaign which do not state the full commercial message but are intended to build interest in a product/service prior to its launch.

**Test Market**

A market (or markets) chosen for the purpose of testing media, creative or brands.

**Tracking Studies**

A type of research study that follows the same group of subjects, creative or brands, over an extended period of time.

**Trade Character**

People, characters, and animals that are used in advertising and identified with the products (e.g. Jolly Green Giant, Tony the Tiger, the Pillsbury Dough Boy).

**Trademark**

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

**Traffic**

At agencies, the person or department within an advertising agency responsible for the progress of creative through all stages of production and shipment of material to the media, and can also be responsible for talent payment, estimates and negotiations (responsibilities vary by agency). At broadcasters, a person or department within a broadcast centre who receives commercials and is responsible for scheduling the commercials according to the agency or client's instructions. Also responsible for completing the broadcast playlist (incorporating programs, cue sheets, timing, sponsorship and product protected exclusivity deals and post reconciliation).

**Traffic Schedules**

See Media Schedules.

**UHF (Ultra High Frequency)**

The band added to the VHF band for television transmission – channels 14 to 83 on a TV set.

**Unique Selling proposition (USP)**

The unique product benefit/attribute that the competition cannot claim.

**VHF (Very High Frequency)**

TV channels 2 to 13.

**Voiceover (VO)**

Spoken copy or dialogue delivered by an announcer who is heard by not seen.

**Wearout**

The point reached when an advertising campaign loses its effectiveness due to repeated overplay of ads.

**Weight**

The number of exposures of an advertisement.

**Zapping**

The practice of switching channels by means of a remote control device to avoid commercial interruptions.

**Zipping**

Fast-forwarding through commercials and/or programs while playing back a VCR recording.

## Internet Advertising Terms

**Adbar/Banner**

A horizontal online ad unit (width varies) that may or may not link to a microsite or corporate Web site.

**Broadband**

An Internet connection that delivers a relatively high bit rate—any bit rate at or above 100 Kbps. Cable modems, DSL and ISDN all offer broadband connections.

**Button**

Clickable graphic that contains certain functionality, such as taking one someplace or executing a program; buttons can also be ads.

**Clickthroughs**

The number of times a user clicks on any adbar.

**Clickthrough Rate/Yield**

The ratio of clickthroughs to ad impressions.

**E-Commerce**

The process of selling products or services via the Web.

**E-mail Campaign**

In advertising campaign distributed via e-mail.

**Hit**

A single request from a Web browser for a single item from a Web server; has little predictable relation to users, visitors or pages.

**Home Page**

The page designated as the main point of entry of a Web site (or main page) or the starting point when a browser first connects to the Internet.

**Hybrid Pricing**

Pricing model that is based on a combination of a CPM pricing model and a performance-based pricing model.

**Impression**

A measurement of responses from a Web server to a page request from the user browser, and is recorded at a point as close as possible to opportunity to see the page by the user.

**Link**

An electronic connection between two Web sites. Also called "hotlink" or "hyperlink."

**Opt-in E-mail**

Lists of Internet users who have voluntarily signed up to receive commercial e-mail about topics of interest.

**Page/Ad View**

The number of times any page/ad is downloaded and presumably seen by end users. Corresponds to impressions in traditional media.

**Pop-up or Pop-under Ad**

An ad that appears in a separate window on top of or beneath content already on-screen. Pop-under ads are concealed until the top window is closed, moved, resized or minimized.

**Qualified Hits**

Hits to a Web server that delivers information to a user. Qualified hits exclude error messages, redirects and requests by computer programs (as opposed to end users).

**Rich Media**

A method of communication that incorporates animation, sound, video and/or interactivity.

**Skyscraper**

A tall, thin online ad unit. The IAB guidelines recommend two sizes of skyscrapers: 120 x 600 and 160 x 600.

**Unique User**

Unique individual who has either accessed a site or been served unique content and/or ads such as e-mail, newsletters, interstitials and pop-up ads. Unique users can be identified by user registration or cookies.

**Visit**

A sequence of hits made by one user at one site. A visit is terminated by a period of inactivity from the user or a break in the user actions. Also called session or browsing period.

**Visit Duration**

Time between first and last request of a visit; does not include how long last request of a visit is viewed.

**Visitor**

Any individual who accesses a Web site within a specific time period.