

All That Jargon: An Advertiser's Guide to Media Terms

Each medium — newspaper, television, radio — measures its audience differently, making media analysis a challenge. Here's a glossary of common terms to help you sort through the jargon:

ABC Audit: An independent auditing service that verifies circulation counts for newspapers and magazines.

AQH/Average Quarter Hour: A typical 15-minute period on radio.

Audience: Individuals who read a newspaper or magazine, or listen to a radio broadcast, or view a television broadcast.

CPM/Cost Per Thousand: The cost per one thousand individuals (or homes) delivered by a medium or media schedule.

CPP/Cost Per Point: The dollars spent per GRP. Calculated by dividing costs by GRPs.

Cume: The total (cumulative) unduplicated audience over two or more time periods.

Cume Examples:

Newspaper: The unduplicated number of adults that "read or looked into" the publication within a specific time frame. A Sunday/daily cume is the number of adults who read or looked into the publication on one or both days. If a person reads both days, the reader is counted only once.

Radio: Usually measured as weekly cume — the unduplicated number of persons who tuned in during any 15-minute period from 6 a.m. to midnight Monday through Sunday. A weekly radio cume measures 504 time periods.

TV: Often measured as weekly cume — the unduplicated number of persons who tuned in during any half-hour period from 6 a.m. to 2 a.m. Sunday through Saturday. A weekly TV cume measures 280 time periods.

Frequency: The number of times an individual sees or hears an ad.

Gross Impressions: The number of times an ad message is seen or heard. People who see or hear a message multiple times are counted multiple times.

GRPs: Gross rating points reflect the accumulated audience exposed. Individuals may be counted more than once. It is calculated by gross impressions divided by the target population, times 100.

Reach: Net reach is the unduplicated number of people or households exposed to a medium.

Rating: The percentage of the targeted population that is tuned to a station or program.

Readership: The number of adults in a specified geographic area who "read or looked into" the publication yesterday.

ROP/ Run of Press: An ad that runs in all zones and editions of the newspaper.

Share: The percent of those with TVs or radios turned on who are viewing, or listening to a specific program. It is not a percentage of the total population because it does not take into account those individuals who have their TV or radio turned off.

Total Circulation: The number of households to which a newspaper is delivered, plus single copy sales (street sales). It is a measure of physical units sold on a single day, not the number of adults reading the publication.

TIPS

1. **Check time frames when comparing media.** Are both measurements based on a single day, seven days, 30 days?
2. **Check geography.** If consumers won't travel from Harney County to buy your product, why measure them? Statistics are most meaningful when the geography listed closely matches your trade area. Here are the most commonly used Portland geographical areas:
 - Tri-County:** Multnomah, Clackamas, and Washington
 - Four-County:** Multnomah, Clackamas, Washington, and Yamhill
 - Portland-Vancouver PMSA:** Multnomah, Clackamas, Washington, Yamhill, Columbia, (OR) and Clark (WA) counties
 - Portland Metro Radio Market:** Multnomah, Clackamas, Washington, Yamhill, Marion (OR), and Clark (WA) counties

DMA: (26 counties) Multnomah, Clackamas, Washington, Yamhill, Clatsop, Columbia, Tillamook, Lincoln, Polk, Linn, Marion, Jefferson, Hood River, Wasco, Sherman, Gilliam, Wheeler, Crook, Union, Baker, and Harney counties in Oregon, plus Cowlitz, Clark, Skamania, Wahkiakum and Klickitat counties in Washington state.

3. **Check the audience base.** In newspaper measurements, an adult is someone age 18+, while in radio and TV the base can go as low as age 12+.

4. **Beware of Starching.** Starching is a controversial methodology which reduces print reach numbers while leaving competing media numbers untouched. Its roots are from a 1961 Roper-Starch study which showed that not every advertisement on every page was recalled. This is also true for radio and TV ads, but the methodology is not applied evenly across the board.

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