

TERMS & FORMULAS

MEDIA

MEDIA TERM	DEFINITION
Advertising	The act of making publicly known or proclaiming qualities or advantages about a company with the goal to increase sales.
Marketing	Absolutely every business decision and every contact the business has with the public in an effort to find and retain customers. The 4 Ps of Marketing: Product, Price, Place & Promotion. (The 5th less common "P" is People.)
Branding	Imbedding a message so deeply in consumers' minds when they think of a brand, service, product or company they think of a specific business. Branding occurs through repetition, and through the delivery of the promise.
Media Mix	Strategically incorporating a variety of communication vehicles and making each work in conjunction with one another for greater impact. Each medium delivers that message differently and often to unique prospects.
Target Audience Target Market	Target audience/market is the specific geographic, demographic and/or psychographic group that represents the greatest opportunity for the business. The advertising objectives also play a role in whether a reach and/or targeting advertising vehicle is chosen as a part of the mix. Demographics are specific quantitative data (age, income, gender). Psychographics describe what people care about, how they feel, what they value, how they live and why they make purchases. (See additional targeting options under Digital Terms.)
Targeting Medium	A targeting advertising medium is one that typically has a smaller audience; however, it is able to directly communicate to a specific audience based on geographics, demographics or psychographics. Typically, targeting media also demonstrate the ability to build frequency quickly.
Reach	The number or percent of unduplicated audience reached by an advertising message.
Reach Medium	A medium that can deliver a message to a large number of people with a few advertisements, or over a short period of time.
Penetration	The percentage of people in the marketplace who are exposed at least one time to an ad.
Flighting	Alternating an advertising schedule by mixing media and/or skipping weeks during the campaign ~ used to maximize and extend an advertising budget.
Engagement	A term that describes when an audience is highly involved in the message and medium. Media that has the power to hold the audience's attention longer increases the odds that advertising will have optimal impact.
Recency	The last message consumers are exposed to before they make a purchase. Therefore, the advertising objective is to present advertising messages when consumers are most receptive.
Thin Market	The small number of people who are actively in the market for a product or service at any given time. They are the "hot prospects," the advertiser's prime target. The total number of people actively in the market to buy any product or service is a small number ~ on average 1 to 5 percent ~ regardless of the merchandise or the price.
Dayparts (Times May Vary)	The designated segments of the day. Each will typically have a specific demographic audience composition.

Television

Early Morning	5A-9A/6A-10A
Daytime	9A-4P/10A-5P
Early Fringe	4P-5P/5P-6P
Early News/Prime Access	5P-7P/6P-8P
Primetime	7P-10P/8P-11P
Late News	10-10:30P/11-11:30P
Late Fringe	Late News - sign off

Radio

6A-10A	morning drive
10A-4P	mid-days
4P-7P	afternoon drive
7P-12M	nights
12M-6A	overnights

Internet

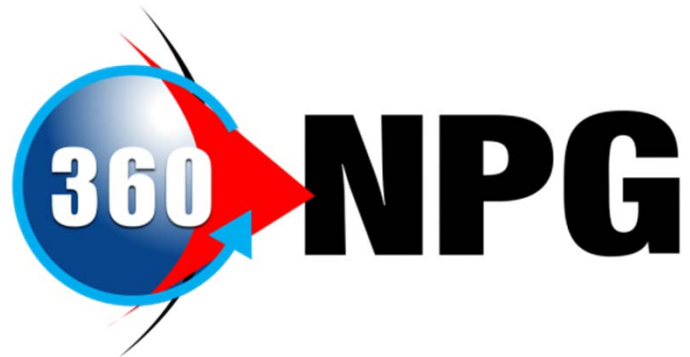
Early Morning	6A-8A
Daytime	8A-5P
Evening	5P-11P
Late night	11P-6A
Weekends	All Day

TERM	DEFINITION	FORMULA
Frequency Average Number of Exposures	The average number of times an audience is exposed to an advertiser's message. Not the number of ads purchased. Minimum acceptable frequency in any campaign is 3.0. Too much frequency leads to consumer frustration.	$GRP \div \text{Net Reach}$
Rating Percent of Population	Percentage of the population listening/viewing to a particular radio/TV station. One rating point is equal to 1% of the population.	$\text{Listeners/Viewers} \div \text{Total Population} \times 100$
Share Percent of Listeners/Viewers	Percentage of people with their radios/TVs turned on who are listening/viewing a particular program.	$\text{Viewers/Listeners} \div \text{Viewers/Listeners of All Stations}$
GRP Add All Rating Points	The sum of all rating points purchased in an ad schedule. Minimum of 100-150 GRPs is a standard buy for a conservative plan or image advertising, 300+ for direct response or aggressive advertising.	Traditional Formula: $\text{Number of Ads} \times \text{Rating}$
Cost Per Point / CPP Cost to Reach 1% of Population	The cost to reach one percent of the marketplace (one rating point). Figured by dividing the per ad rate by the media's rating. Used predominantly to compare the efficiency of one station or program to another in the market.	$\text{Rate} \div \text{Rating (or GRPs)}$
Cost Per Thousand / CPM Cost to Reach 1,000 people	The cost to reach one thousand people, used predominantly to compare the efficiency of an ad or campaign to another in the market.	$\text{Total Cost} \div \text{Audience} \times 1,000$
Cost Per Click / CPC Pay Per Click / PPC	An Internet pricing model in which advertisers pay based on how many users clicked on an online ad or email message.	$\text{Advertising Cost} \div \text{Ads Clicked}$
Click Through Rate (CTR)	A metric showing how often people click on an ad. It Useful to determine whether an ad's placement and message is resonating with potential customers.	$\text{Impressions} \div \text{Number of Clicks}$
Cumulative Audience / CUME Number of Different People	The total number of different people who tune into a radio, TV or cable station/s during a one-week period. Number cannot be reached with a weekly media buy.	$\text{Turnover Ratio} \times \text{AQH Persons}$
Average Quarter Hour / AQH At Any Given Time Audience	The average number of people listening to a particular station for at least five minutes during any fifteen-minute period. This is one measurement media planners use to estimate the efficiency of radio stations. The number cannot be reached with a weekly media buy.	$\text{Cume Persons} \div \text{Turnover Ratio}$
Turnover Ratio Tune In/Tune Out Ratio	This radio term is the rate at which a station's AQH audience turns over in a particular demographic. Certain formats generally have higher turnover ratios than other formats.	$\text{Cume Persons} \div \text{AQH Persons}$

DIGITAL TERM	DEFINITION
Impressions Number of Times the Ad Appears in front of Potential Customers	The total number of ads appearing in a campaign or the number of times ad was displayed. One impression = one person potentially viewing the ad.
Unique User / Visitor Number of Different People	The total number of different people who visit an Internet site over a certain period.
Page Views Total Number of Pages Viewed	Each time a person visits a web page, it is called a page view. Typically used to describe the number of pages viewed on a site over a certain period.
View Through	When a person has seen and has been influenced by a digital display ad, but does not click on it, instead choosing to go directly to the business's website.
Pre-roll, Mid-roll, Post-roll	Video ads that are played before, in the middle or at the end of content.
Search Engine Marketing (SEM)	Internet marketing that promotes websites by increasing their visibility in search engine results pages.
Search Engine Optimization (SEO)	The process of improving the volume and quality of traffic to a website from search engines.
Attribution Media Attributed to Success	Evaluating the marketing touchpoints a consumer encounters on their path to purchase. The goal is to determine which channels and messages had the greatest impact on the buyers.
Keyword	A word or phrase used to trigger an ad to appear within search engine results. Contextual advertising also includes keywords to target specific people.

DIGITAL TARGETING OPTIONS ~ Combine Options to Target Your Most Profitable Customers

Geotargeting	Delivering ads to people <u>based on their location</u> (country, state, city, zip code).
Geofencing	Targeting people <u>within a virtual geographic boundary</u> .
Behavioral Targeting	Targeting customers <u>based on the websites visited, searches, clicks, views, likes or shares</u> .
Intent Targeting	Targeting <u>based on consumer behaviors</u> (sites they visit, keywords they search, content they read online). If geo-fencing is added, it can target people <u>based on places they physically visit</u> .
Site Retargeting (Often referred to as remarketing, remessaging or retargeting)	Targeting <u>people who visit a website</u> with the goal of enticing them to return and make a purchase.
Search or Keyword Targeting	Targeting advertising messages to people based on the <u>keywords they search</u> .
Contextual Targeting	Displaying ad messages <u>in content relevant to products/services</u> , or content that attracts the desired demographic or psychographic group.
Dayparting	Displaying ad messages during <u>peak times of the day</u> . (See previous page for digital dayparts.)



OUR GOAL IS YOUR SUCCESS

For more information about developing
a customized strategy to achieve your
business goals, contact us at:

760.773.0342 / sales@kesq.com