



**UNIVERSAL SPOT RADIO BUYING  
AND SELLING TERMS  
and Network Radio Terms  
Addendum**

Jointly Presented  
By the AAAA and The Radio Advertising Bureau

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Several years ago, a joint task force was created between members of the AAAA Local TV and Radio Committee and the RAB Board of Directors. This group formed with the common goal of improving communication between Radio buyers and sellers as well as insuring that the business processes are universal and sustainable.

In order to be successful, this group has worked very hard to listen to each other so that we can jointly offer cooperative solutions to the industry and facilitate more effective opportunities to meet our respective goals.

When we began this process we quickly realized the scope of the project we had undertaken. Rather than give up, we acknowledged that our long-term vision would not be accomplished overnight, and decided to take small steps toward our goal. The first task we set forth was twofold:

- Offer guidance regarding frequent misperceptions surrounding the buy/sell process
- Establish one library of terms to insure that all parties involved in the process speak the same language and have the same expectations. The product of the terms and definitions work is detailed in these attached pages.

We have jointly agreed to these definitions associated with everyday terms currently used in the Radio buy/sell process in the hopes that these terms and definitions will replace all current resources to insure that all parties are saying the same thing throughout the business process. In this most recent addition, we have also included the **Network Radio Terms Addendum**.

Additionally, the "Communications Guidelines" document addresses just a few of the perceptions that currently exist between our groups. By calling these out, and offering our collective guidance, we hope to improve the overall process and solicit more ideas for future communication guides.

We recognize this is a first step, but it's also a symbolic one. The Radio and advertising industries are working together toward a common solution, and we know our combined efforts will deliver long-term benefits. However, we can't simply issue guides and expect compliance. We need to insure our efforts are embraced by everyone to help us realize our goals. You can make a difference and we know our actions will gain momentum with everyone's help.

We believe a cooperative solution is much better than any we might find on our own. Expect to hear more from the committee in the future and we look forward to your feedback. Please contact a task force member or your appropriate organization for more guidance on how you can help.

We extend special thanks to the following individuals for their efforts in this project including Larry Keene, Traffic Directors Guild Association, Gerry Boehme, Katz Media, Stu Naar, Interep, Dr. Tom Evans, ABC Radio Networks, Len Klatt, Premiere Radio Networks, Paul Bronstein, Westwood One and Andy Rainey, Radio Advertising Bureau.

# Universal Radio Buying and Selling Terms

## Ad-ID

Advertising Digital Identification is a new system developed by ANA and AAAA that provides the marketing and advertising industries with a new digital identification standard for their advertising assets. The assets can be any materials- radio spots, TV commercials, print ads, internet banners, out of home boards, and FSI's. The codes are 12 characters in length, replace the old ISCI codes, and link descriptive information about each ad to its code.

## AM Drive

Also known as morning drive, this is the morning broadcast time period for Radio, most often represented by Monday through Friday from 6AM to 10AM as defined and reported by Arbitron. An individual station's "daypart(s)" will not necessarily conform to this standard definition(s). Advertising contracts should include the specific hours that define the time period for each station's "daypart."

## Average Quarter-Hour Persons (AQH)

The average number of persons listening to a particular station for at least five consecutive minutes during a 15-minute period.

## Average Quarter-Hour Rating

The average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.

**Formula: AQH Persons divided by the Population x 100 = AQH Rating (%).**

## Audience Composition

The demographic or socioeconomic profile of a station's audience in terms of composition usually including the percentages of the total audience that fall into each segment. These reports can express audience characteristics by age, gender, ethnicity, working persons, language preference, county, etc.



## Audience Duplication

The amount of one station's cume audience (see Cume Persons) that also listens to another station; also the amount of the audience that is exposed to a commercial on more than one station. Duplication can be expressed either in terms of the actual number of exclusive listeners or as a percentage of the total cume.

## Audience Turnover

The ratio of a station's cumulative audience (see Cume Persons) compared to the average quarter-hour audience. Turnover equals cume persons divided by AQH persons. In theory, it is the number of times an audience is replaced by new listener within a daypart.

### **Avail**

The commercial position in a program or between programs on a given station or network available for purchase by an advertiser. It can also refer to the notification from a buyer to a seller that advertising dollars are up for discussion and negotiation.

### **Billboard**

In broadcast, sponsor mentions given to an advertiser in return for a major commitment to a program, usually to one that purchases multiple commercials within a program (i.e., a "sponsor" of the program). In outdoor media, a billboard is an advertising structure.

### **Bonus**

Additional commercials given to an advertiser, usually at no charge, in return for a paid schedule.

### **Broadcast Coverage Area**

The geographic area within which a signal from an originating station can be received.

### **Best Time Available (BTA)**

Commercials which are scheduled by the station to run at the best available time after all other sponsor commitments are met, usually at night or on weekends.

### **Cancellation Policy**

The terms under which an advertiser can cancel a schedule that has already been purchased and scheduled to be broadcast, including the required amount of time for advance notice and any applicable financial penalty or consequence to be applied for early termination of the schedule.

### **Clearance**

A. The broadcasting stations that carry or clear a network or syndicated program and/or its commercials. This list is usually accompanied by a coverage percentage indicating the percentage of the population in markets in which the program airs.

B. Non-clearance refers to commercials that had been negotiated but could not be scheduled due to tight inventory. In such cases, the station will often try to offer a solution (i.e., opening up dayparts, making good within flight -- which moves the commercials from one week to another, etc.).

### **Cluster**

A cluster is a group of stations in the same market under common ownership or sales management. This usually refers to three or more AM and/or FM stations, or at least two stations on the same band, FM or AM. Groups of one AM and one FM are usually referred to as combos. A spot cluster refers to all commercials that run in the same commercial break.

### **Close of Business (COB)**

COB refers to any arrangement that is due or becomes valid or invalid end of the business day.

### **Combo**

Two Radio stations, usually operated by the same owner in the same market. A single station is frequently referred to as a standalone. Three or more commonly-owned stations are commonly referred to as a cluster.



### **Commercial Clutter**

Commercial clutter commonly refers to an excessive amount of non-program content during the time period, including the number of commercials, public service announcements and/or promotional announcements that run in a commercial break, stop set or specified time period.

### **Confirmation**

A written statement given to advertising agencies by a network, station, or publisher when accepting an order for a commercial or media schedule. This signifies that the order has been received and will clear.

### **Conflicts/Conflict Codes**

A term used to define categories or codes for types of advertisers for spot placement and sales analysis purposes. (Examples: auto dealers, restaurants, banking institutions, etc.)

### **Cost Per Point (CPP)**

The cost of reaching an Average Quarter-Hour Persons audience that is equivalent to one percent of the population in a given demographic group.

**Formula:**

1. **Commercial cost divided by AQH Rating = CPP or**
2. **Cost of schedule divided by GRP (Gross Rating Points) = CPP**

### **Cost Per Thousand (CPM)**

The cost of delivering 1,000 gross impressions.

**Formula:**

1. **Commercial cost divided by AQH Persons x 1000 = CPM or**
2. **Cost of schedule divided by Gross Impressions (GI) x 1000 = CPM**

### **Credit**

A cash deduction for the loss of advertising time due to the station not airing or improperly scheduling a commercial announcement.

### **Cume Persons**

The total number of different persons who listen to a Radio station during a daypart for at least five consecutive minutes.

### **Cume Rating**

The Cume Persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.

**Formula: Cume Persons divided by the population x 100 = Cume Rating (%)**

### **Daypart**

The time segments into which a day is divided by Radio and television networks and stations for the purpose of selling advertising time. In Radio, the main dayparts are morning (or AM drive), midday, afternoon (or PM drive) and evening. An individual station's daypart(s) will not necessarily conform to standard definition(s). Advertising contracts should include the specific hours that define the time period for each station's daypart.



### **Daypart Weight**

The relative importance of one time period compared to another in a schedule that includes both, usually expressed as a percentage where the total of all dayparts equals 100%. Also refers to the relative distribution of commercials in one time period versus others in the schedule.

### **Daytime (also known as "Midday")**

The late morning/early afternoon broadcast time period for Radio, most often represented by Monday through Friday from 10AM-3PM as defined and reported by Arbitron. Since an individual station's daypart(s) will not necessarily conform to standard definition(s), and since traffic departments use the term "daytime" to refer to a broader 6AM-7PM time period, all advertising contracts should include the specific hours that define the time period for each station's daypart.

### **Designated Market Area (DMA)**

DMA is the main geography for television measurement. The DMA is composed of sampling units (counties or geographically split counties) and is defined and updated annually by Nielsen Media Research, based on historical television viewing patterns. A county or split county is assigned exclusively to one DMA.

### **Direct Response Advertising**

Direct response refers to any advertising that has a built-in call to action to elicit a response within a defined period of time after exposure to the announcement. Phone calls, online orders, and visits to a location would be examples of a direct response advertising.

### **Discrepancy**

Situation where commercials do not run as ordered or do not run at all. Discrepancy may also refer to the difference between a purchased schedule and when the commercials actually were broadcast.

### **Effective Reach**

The average number of people that will hear a commercial at least three times during a campaign.

### **Endorsement**

Refers either to a situation where the station or personality "endorses" the advertiser's product or service, usually "live" on-air or the notification on the affidavit supplied by the station to the client that attests to the affidavit's accuracy as to how the spots were broadcast.

### **Equal Distribution**

Ensuring that commercials are scheduled to run in a broad time period or combination of time periods, getting equally distributed across each time period.

### **Equal Rotation**

While sometimes used interchangeably with "equal distribution," equal rotation is actually used by agency and copy people, traffic directors and continuity directors to indicate that all pieces of individual copy, or pre-produced cuts are to be equally rotated. Equal distribution refers to ensuring that commercials are scheduled to run in a broad time period or combination of time periods and get equally distributed across each time period (see Rotation).



## Evening

Also known as nights, this is the late evening broadcast time period for Radio, most often represented by Monday through Friday from 7PM-Midnight as defined and reported by Arbitron. An individual station's daypart(s) will not necessarily conform to this standard definition(s). Advertising contracts should include the specific hours that define the time period for each station's daypart.

## Exposure

A person's physical contact (visual and/or audio) with an advertising medium or message.

## Fixed Position

A commercial scheduled to run at a precise time, or a commercial scheduled to run within specific programming content.

## Fixed Rate

The rate charged for a fixed position commercial (see fixed position), usually a non-pre-emptible premium rate.

## Fixed Time

See fixed position.

## Flight

A scheduling tactic that alternates periods of advertising activity with periods of no activity.

## Flight Dates

The start and end dates of a schedule including the weeks on and off air.

## Frequency

The average number of times the same person will hear a commercial.

## Frontload

Refers to creating a schedule that tends to place more commercials on days of the week that have less demand, and fewer commercials on days with the heaviest demand. If a station is heavily sold on Thursday and Friday, but has fewer sales on Monday and Tuesday, a frontloaded order for Monday through Friday might place four (4) commercials per day on Monday and Tuesday, three (3) on Wednesday, and two (2) on Thursday and Friday.

## Gross Impressions (GIs)

The sum of the Average Quarter-Hour Persons (AQH) audience for all commercials in a given schedule. The total number of times a commercial will be heard over the course of a schedule.

**Formula: AQH Persons x the number of commercials in the advertising schedule = GIs**

## Gross Rating Points (GRPs)

The sum of all rating points achieved for a particular commercial schedule.

**Formula: AQH Rating x the number of commercials in the advertising schedule = GRPs**

## Guarantee

Usually refers to a station promise to honor a specific commercial rate for an agreed upon period of time which is linked to certain criteria, such as schedules previously purchased, a minimum volume of business placed by the client or the rate charged by the station to other clients. May also refer to guarantees of spot placement or schedule clearance, frequently determined by the class of rate paid for the spot or schedule.



### **Horizontal Rotation**

Ensuring that commercial announcements purchased in a program or time period that includes multiple days (example: Monday-Friday) are placed across all days in order to increase advertising exposure to various prospects. Implies fair rotation across days of the week so that spots not loaded into early week scheduling.

### **ISCI Code (International Standard Coding Identification)**

A code previously used to identify specific radio and television commercials. This coding system has been replaced by the Ad-ID system (see Ad-ID).

### **Identification (ID)**

A short on-air sponsor mention.

### **Index**

A comparison between the market composition and the target composition. It is a measure of concentration or likelihood. It tells us whether a specific group is more or less likely to meet a given criteria.

### **Lead Time**

The minimum amount of time necessary for the station to be informed in advance of schedule placement, or changes that are requested by the client in a buy already scheduled to run. Can also refer to the amount of time between the announcement of a possible campaign and the actual dates it is scheduled to run.

### **Live Read**

A specific commercial type where the announcement is read "live" on-air by a station personality.

### **Local Marketing Agreement (LMA)**

An arrangement where one station or owner takes sales responsibility for the commercial time on another station that it does not own.

### **Local Advertising**

Advertising placed by companies within their home area, the limited geographic area where they do business. Also refers to advertising placed by agencies that is scheduled to run in the market where the agency is based.

### **Lowest Unit Rate**

The lowest rate offered by the station to any regularly scheduled advertiser for a specific class and amount of advertising.

### **Makegood**

Comparable commercial time or space given to an advertiser at no additional cost when advertising is pre-empted, omitted or airs in an unfit condition.

### **Media Plan**

A plan developed with the sole purpose of determining media mix, dollar allocation and weight levels that will result in a direct correlation to the media buy. It is the first stage of any media execution.





### **Merchandising**

While not a standard practice, on occasion additional consideration is negotiated in advance as one of the terms of a schedule. There is no standard formula for determining merchandising amounts, and it is usually negotiated on a company-by-company, or station-by-station basis. Merchandising may be in the form of goods or services for the advertiser's discretionary use, or on-air promotional announcements, product giveaways or other promotional support.

### **Metropolitan Statistical Area (MSA)**

Includes a city (or cities) whose population is specified as that of the central city together with the county (or counties) in which it is located. The MSA also includes contiguous or additional counties when the economic and social relationships between the central and additional counties meet specific criteria. Arbitron MSA may correspond to the Metropolitan Statistical Areas defined by the U.S. Government's Office of Management and Budget, but they are subject to exceptions dictated by historical industry usage and other marketing considerations. MSA's are commonly referred to as Metros.

### **Midday (See Daytime)**

The late morning/early afternoon broadcast time period for Radio, most often represented by Monday through Friday from 10AM-3PM as defined and reported by Arbitron. Since an individual station's daypart(s) will not necessarily conform to standard definition(s), and since traffic departments use the term "daytime" to refer to a broader 6AM-7PM time period, all advertising contracts should include the specific hours that define the time period for each station's daypart.

### **National Advertising**

Advertising placed by companies with national or regional distribution. The campaign runs in many markets outside their "home" area or region. Also refers to advertising placed by agencies that is scheduled to run in markets other than where the agency is based.

### **Net Reach**

The number of different people that will hear the commercial at least one time.

### **Network**

A broadcast entity that provides programming and sells commercial time in programs aired nationally via affiliated and/or licensed local stations.

### **No charge**

Commercials provided to the advertiser at no charge, usually in return for commercials purchased in other dayparts at higher rates.

### **Non-clearance**

Commercials that had been negotiated but could not be scheduled due to a variety of reasons including tight inventory, offensive products, business conflicts, or the advertiser has requested that the commercial not be cleared in particular programs. In such cases the station will often try to offer a solution (i.e., opening up dayparts, making commercials good within flight -- which moves the spots from one week to another, etc.).



### **Optimum Effective Scheduling (OES)**

OES represents a philosophy of buying and scheduling commercials that is designed to reach the majority of a Radio station's cume audience three or more times in a week by distributing commercials evenly Monday through Sunday from 6AM to Midnight.

### **One Time Only (OTO)**

Traditionally, OTO is an ad or spot that runs only one time.

### **Overnight**

The overnight broadcast time period for Radio is most often represented by Monday through Sunday from Midnight-6AM as defined by Arbitron ratings. An individual station's daypart(s) will not necessarily conform to this standard definition(s). Advertising contracts should include the specific hours that define the time period for each station's daypart.

### **Package Billing**

A contract or order that charges a flat, fixed amount per invoice regardless of the number of commercials or other programs or features broadcast.

### **Piggy-Back**

Two commercials scheduled to run back-to-back, purchased by the same advertiser. Examples include two individual commercials for two related products from the same client, or one 60-second commercial where the first 30 seconds carries a message from a national advertiser and the second 30 seconds is provided to a local affiliate. Availability is determined by individual station policy.

### **PM Drive**

Also known as afternoon drive, this is the late afternoon broadcast time period for Radio, most often represented by Monday through Friday from 3-7PM as defined and reported by Arbitron. An individual station's daypart(s) will not necessarily conform to this standard definition(s). Advertising contracts should include the specific hours that define the time period for each station's daypart.

### **Pod**

Pod is a TV term that refers to a grouping of commercials and non-program material in which (usually) more than one advertiser's commercials air. In Radio, a pod is more frequently referred to as a commercial cluster, commercial break, or stop set.



### **Political Rate**

Stations are required to provide discounted rates for advertisements aired by candidates under certain circumstances during the prescribed "windows" before primary and general elections. (For additional information contact your company's communications counsel or the National Association of Broadcasters Legal Department.)

### **Post Buy or Post Analysis**

A TV referring to the analysis of a media schedule after it runs -- generally based on physical evidence of its running (broadcast station affidavit of performance it generally incorporates a comparison of the TV station's projected ratings for specific programs ordered to what actually ran in terms of spot placement and actual audience delivery.

### **Pre-emption and Pre-emptible**

Pre-emption refers to the displacement of a scheduled commercial announcement by the station or network in favor of a higher-priced commercial or for some other reason. Pre-emptible refers to a class of commercial announcements that are usually purchased at a lower rate with the understanding that the placement may be changed by the station if other commercials are subsequently sold at higher prices.

### **Pulsing**

A technique that calls for either a continuous base of support augmented by intermittent bursts of heavy pressure, or an on-off-on-off pattern (e.g., one week on, one week off).

### **Quintiles**

Quintiles are a five-scale measurement, in 20% increments, of an individual's media usage. The first quintile measures the heaviest use and the fifth quintile measures the lightest use. For Radio, the number of quarter-hours listened to Radio determines quintile placement for a respondent.

### **Rate Protection**

Rate guaranteed for an agreed period of time.

### **Relative Cost**

The relationship between the price paid for advertising time or space and the size of the audience delivered. It is used to compare the prices of various media vehicles.

### **Rep**

Short for representative. Refers to either: A) A company (the "national rep") or the account executive who serves as the account executive on behalf of the station in markets outside of the station's home market or B) The station account executive who serves a local advertiser or agency.

### **Run of Schedule (ROS)**

ROS commercials are scheduled to run across multiple dayparts within a broad daypart parameter.

### **Rotation**

While equal rotation means rotating various pieces of copy evenly to traffic departments, buyers and sellers use the term to refer to the distribution of commercials across a representative cross-section of days and hours within the purchased broad time period. Scheduling of advertising in the same program or time period on different days each week is referred to as horizontal distribution (or rotation), while distribution throughout the hours of a particular day is referred to as vertical distribution (or rotation).

### **Scatter Plan**

Purchasing commercial time in broadcast media in many different programs.



### **Seasonality**

The fluctuation around an audience estimate or an advertiser's target campaign that can result from changes in regional weather patterns during different times of the year, the lifestyle habits of audiences and/or the impact of sporting events, which can influence audience levels by season.

### **Separation**

A scheduling policy determined by individual stations that allows for a specified time or number of commercials between two competitive products of the same product type, either within the same commercial break or some other period of time.

### **Simulcast**

When two or more Radio stations broadcast the same programs and same commercials at ALL times, and use only one traffic system, they are said to be simulcast. If two or more stations broadcast only a portion of their day together, but are different at other times, they are considered to be "partially simulcast," but would require two time order or traffic sections to schedule programs or announcements during the times when they have separate programming.

### **Sponsorship**

The purchase of more than one commercial within a program, usually at a premium rate. Can include bonus time via billboards, or exclusivity of advertising within the brand's product category, or all of the above. Can also refer to the purchase of all or part of a Radio program by one advertiser.

### **Substitution**

The policy concerning a station's right to provide the advertiser with alternate commercial placement from the positions purchased according to the original contract.

### **Total Audience Plan (TAP)**

TAP plans are usually a rotating schedule that places announcements in a pattern that utilizes all station dayparts for maximum station audience exposure. Actual plans vary from station to station.

### **Target Demo**

The age and characteristic make-up of the group deemed to be targeted for reach by the media campaign. The age group and make-up of the audience that you wish to receive your product or service message.

### **TILL Further Notice (TF) or (TFN)**

TFN are instructions by an advertiser to run a purchased schedule or advertisement(s) until notified to stop.

### **Time Spent Listening (TSL)**

The estimated amount of time that a person spent listening to or hearing a radio during a particular daypart. The estimate is expressed in hours and minutes per day or per week and in terms of either population or listeners.

### **Total Survey Area (TSA)**

A geographic area that encompasses the Metro Survey Area (MSA) and may include additional counties located outside the MSA which meet certain listening criteria to metro-licensed stations.

### **Unit**

A unit is one commercial message regardless of length. Radio inventory is usually expressed in terms of units rather than minutes.

### **Vertical Rotation**

Fair rotation across hours within a daypart.

### **Weekend**

The Saturday and Sunday broadcast time period for Radio, most often represented by Sat/Sun 6AM-MID as defined by Arbitron ratings.

### **Weight**

The relative importance of one time period or demographic compared to another in a schedule, usually expressed as a percentage where the total of all parts equals 100%. Also refers to the relative distribution of commercials in one time period compared to others in a schedule.



# Network and Syndicated Radio Terms Addendum

Network Radio  
Terms  
Addendum

This addendum contains terms and/or definitions that have substantial differences in meaning than when referring to spot radio, or a term is used exclusively in network or syndicated radio.

## **Ad-ID**

Advertising Digital Identification is a new system developed by ANA and AAAA that provides the marketing and advertising industries with a new digital identification standard for their advertising assets. The assets can be any materials- radio spots, TV commercials, print ads, internet banners, out of home boards, and FSI's. The codes are 12 characters in length, replace the old ISCI codes, and link descriptive information about each ad to its code.

## **Affidavit**

A signed or verified document from the affiliate that states that specific programs and/or commercials have been cleared as declared in their contract or with actual clearance times. Accurate and timely completion of the affidavit is a requirement of affiliation contracts between the station and the network or program syndicator. Completed affidavits can be returned to the networks or syndicator in printed form or by the Internet.

## **Affiliated Station**

A radio station that has a contract with a network or syndicator to clear national commercials in exchange for programs, services, and/or compensation.

## **Audience Composition**

The demographic or socioeconomic profile of a network's or national syndicated program's audience in terms of makeup, usually including the percentages of the total audience that constitute each segment. These reports may express audience characteristics such as age, gender, location of listening, Census region, county size, household size, DMA markets, education, household income, ethnicity, race, work status, and presence of children in the household.



## **Audience Duplication**

The amount of one network's cumulative audience that also listened to another network within the specified daypart. Duplication can be expressed either in terms of the actual number of exclusive listeners or as a percentage of the total cume.

## **Audience Estimates**

Approximations of the number of persons listening to or hearing a network radio commercial, network program, or syndicated program. The reliability of audience estimates are not precise mathematical values and are subject to statistical variations and other limitations. For radio networks reported in RADAR, audience estimates represent radio listening as reported by respondents in Arbitron diaries matched with commercial clearances as reported by affiliates in affidavits. For non-RADAR networks and syndicated programs, estimates are based solely on listening as reported in Arbitron diaries and do not take into consideration commercial clearances.

### **Average Audience (AA)**

The average number of impressions per quarter-hour within a specified time period (e.g., a daypart) or to a network broadcast as reported in RADAR.

### **Average Audience Rating**

The estimated average audience during a specified quarter hour or a daypart, expressed as a percentage of the population of the target audience. Usually, carried one place past the decimal point.

**Formula: Average Audience / Population x 100 = Average Audience Rating (%)**

### **Average Daily Cume**

The estimated average of cumulative audiences for each day of the week (e.g., Monday-Friday). This represents the average number of different persons reached per day.

### **Blackout**

A request by an advertiser for scheduled spots not to run on particular affiliates, usually in areas of the U.S. where the advertiser does not have product distribution. This is a valid reason for non-clearance on those affiliates.

### **Broadcast Clock**

The hourly schedule for networks or programs that breaks down the minutes of programming and the minutes of commercial inventory.

### **Broad Daypart**

Dayparts with multiple component dayparts (e.g., 6AM-7PM, 6AM-12Midnight).

### **Broad Rotation**

See "Run of Schedule."

### **Clearance**

An airing of a network commercial or program by an affiliate. A station's confirmation that a commercial has aired at a specified day and time. It reflects commercial carriage information and is reported back to the network or syndicator via the station's affidavit.

### **Clearance List**

Because not all affiliates broadcast programs at the same time, a "clearance list" provides the exact time that each affiliate has declared it will air that particular program. For example, some stations carry a program "live" when fed over satellite while other stations may tape the program and broadcast it later. A weekend syndicated program very often airs at different times - one affiliate may run a show on Saturday 1PM-3PM; another, on Saturday 3PM-5PM; and, another, on Sunday 10AM-12Noon.

### **Commercial Load**

The amount of commercial time or the number of units in a given period usually stated on an hourly basis.

### **Commercial Pod**

See "Pod".

### **Confirmation**

A written or oral statement given to advertising agencies by a network or syndication company when accepting an order for a commercial or media schedule. This signifies that the order has been received and will clear.



### **County Size Definition**

A system of categorizing U.S. counties by population into five categories (i.e., AA, A, B, C, and D). It was developed by Nielsen Media Research, except for the AA distinction, which is from Arbitron RADAR service.

### **Coverage**

The percentage of the total U.S. Persons 12+ population contained within all of the DMAs where an affiliate's signal can be received. Also called "DMA Coverage" or "Percent Coverage."

### **Covered Rating Points**

Delivered rating points.

### **Cumulative Audience**

The total number of different persons who listen to a network or national syndicated program during a specified daypart for at least five consecutive minutes. Also, referred to as "cume."

### **Daypart Distribution**

Percentage of schedule across specific dayparts adding up to 100%.

### **Designated Market Area (DMA)**

DMA is the main geography for television measurement. The DMA is composed of sampling units (counties or geographically split counties) and is defined and updated annually by Nielsen Media Research, based on historical television viewing patterns. A county or split county is assigned exclusively to one DMA. Network radio as reported in RADAR includes only the DMAs located in the continental U.S., excluding Alaska and Hawaii. Arbitron's Nationwide service reports radio audience within DMAs, including Alaska and Hawaii. Almost all radio network and national syndication buys are based on DMA.

### **Effective Frequency**

The concept that a certain amount of exposure (often three exposures) to an advertising message is necessary before it is effective.

### **Endorsement**

A commercial in which the network or program personality personally recommends an advertiser's product or service, often done live during the program.

### **Exclusive Reach**

An audience that can only be covered by a specific network or program.

### **Full Daypart Networks**

Networks whose broadcasts are found in all or virtually all component dayparts Monday-Sunday 6AM-12Midnight.

### **Full Inventory Networks**

Networks with more than 100 minutes of commercial inventory.

### **Guarantee**

An agreement that the amount of audience purchased will be delivered for a given schedule.





### **Hold**

Short period (usually several days) during which buyer and seller have agreed on what the schedule is to be booked while agency gains final client approval.

### **In-Program Clearances**

When the network or program commercial is cleared by the affiliate within the program.

### **ISCI Code (International Standard Coding Identification)**

A code previously used to identify specific radio and television commercials. This coding system has been replaced by the Ad-ID system (see Ad-ID).

### **Limited Daypart Networks**

Networks whose broadcasts are found in only one component daypart (e.g., 6AM-10AM).

### **Limited Inventory Networks**

Networks with less than 100 minutes of commercial inventory.

### **Lineup**

A list of stations reflecting affiliates contractually obligated to clear the commercials associated with a network or national program. While the line-up is updated regularly, new affiliates can be added at anytime and some stations may disaffiliate. Every affiliate on the list is not necessarily obligated to clear 100% of all commercials scheduled. By contract, certain stations may clear a single commercial more than once or may not clear all of the commercials due to special circumstances.

### **Live Feed**

When a network or syndicator feeds the program and/or commercials across the entire U.S. at one time. Thus, for example, it is heard at 9AM in the Eastern Time Zone, 8AM in the Central Time Zone, 7AM in the Mountain Time Zone, and 6AM in the Pacific Time Zone.

### **Live Read**

A specific commercial type where the announcement is read "live" on-air by the network or program personality. Also, called "Voice Read."

### **Long-Form Programming**

See "Syndicated Programming."

### **Monitoring**

To check on the accuracy of the RADAR clearance information, Arbitron samples network affiliates on a continuous basis. Selected periods of times for the sample station are tape recorded with broadcast programs and commercials transcribed. Affiliate affidavits are checked against the monitored record. Each network organization receives reports on their affiliates' accuracy that allows the networks the opportunity to address an affiliate that might not be completing its affidavit correctly.

### **Multi-Daypart Networks**

In RADAR, networks whose broadcasts can air across component dayparts (e.g., 6AM-7PM).

### **Multiple Clearances**

Certain networks have affiliation agreements that allow certain stations to carry more than the full inventory offered by the network or the same inventory more than once.





### **National Advertising**

Advertising placed on networks or syndicated programs with at least 70% U.S. coverage. Differs from national 'spot' in the number of markets and percent of coverage.

### **Nationwide**

Arbitron's national radio audience survey issued twice a year (Spring and Fall). Provides local market radio listening data for national programs and aggregates to Total U.S.

### **Network**

A broadcast entity that can provide programs, services, and/or compensation to affiliated stations in exchange for those stations airing national commercials.

### **Network Radio Research Council (NRRC)**

An organization of researchers from networks reported in RADAR dedicated to improving the quality of national radio measurements.

### **Non-Clearances**

Commercials that have been negotiated and could not be scheduled by individual affiliated stations due to a variety of reasons including tight inventory, offensive or unacceptable products, business conflicts, or the advertiser's request that the commercial not be cleared in a particular program or on a particular station. In such cases, the affiliate will often try to offer a solution (e.g., playing the commercial in another daypart, making commercials good within flight by moving the spots from one week to another).

### **One Time Only (OTO)**

Traditionally, an ad, spot, or special national program (e.g., horse race, concert) that runs only once.

### **Overdelivery**

When an advertiser's schedule generates more audience than originally estimated during the buying negotiation process.

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

A radio station licensed to a broadcast company that may also have radio networks and/or syndicated programs.

### **Partials (or, Partial Clearances)**

Certain networks have affiliation agreements that allow certain stations to carry less than the full inventory offered by the network.

### **Parts**

Within the RADAR PC2010 software package, this allows analysis of commercial schedules based on daypart placement. Usually used during the development of commercial schedules for specific advertisers and during the negotiation phase of a buy.

### **Pod**

A group of commercials and non-program material that runs back-to-back and frequently is referred to as a commercial cluster, break or set.



### **Post Analysis or Post Buy**

An analysis of a network commercial schedule after it runs based on affiliate affidavits to compare the projected audience estimates to the actual audience delivery. Requests for network posts are agreed to during the negotiation process.

### **Product Unacceptable (PU)**

A judgment by station management whereby commercials for specific categories of products are deemed inappropriate for broadcast on the station. Categories can vary significantly by station. Common categories include competitive media and sexually explicit content or products. These are valid reasons for non-clearance on those affiliates.

### **RADAR**

Arbitron syndicated measurement service providing audience estimates to cleared network radio commercials for networks that subscribe to the service. RADAR estimates are released four times per year..

### **Reach**

The number of different persons in the audience of a specified advertising campaign, station, network, or syndicated program.

### **Remnant Inventory**

Commercial time sold to advertisers paying lower prices. Can always be preempted.

### **Re-Rate**

When an advertiser takes the schedule originally bought and uses the latest survey to determine audience delivery.

### **Response Rate**

The proportion of originally designated sample persons who provide usable data for the survey. Response rates are determined by dividing the total number of in-tab (usable) diaries by the total estimated Persons 12+ in the designated sample. Usually expressed as a percentage.

### **Scan**

Part of the RADAR PC2010 software package. Allows analysis of pre-tabulated RADAR data in several report formats.

### **Scatter Plan**

Purchasing commercial time during the year as opposed to being part of a year- long plan. See "Upfront."

### **Sponsorship**

Exclusive rights to a program for the whole program or for a product category purchased by one or more advertiser.

### **Spots**

Part of the RADAR PC2010 software package. Allows analysis of commercial schedules based on specific commercial placement. Usually used as part of a post analysis. See "Post Analysis."

### **Standard Daypart Networks**

Network that broadcasts in most component dayparts.



### **Syndicated Programming**

National programs that stations are contractually obligated to clear. These programs have commercials associated with them which are usually cleared within the programs. The length of these programs can be as short as a one-minute feature to as long as a twelve-hour holiday special. The content of the program can include music, talk, or sports play-by-play. Audiences to syndicated programs can be based on dayparts or on expected commercial clearance times, but are not based on actual clearances.

### **System to Optimize Radio Network Schedules (SOS)**

Part of the RADAR PC2010 software package. Allows the development of an optimal network radio schedule by maximizing the number of persons reached, or minimizing the costs required to achieve a specified reach.

### **Targets**

Part of the RADAR PC2010 software package. Creates custom electronic ratings books.

### **Time Zone Feed**

When a network or syndicator feeds the same program and/or commercials across the entire U.S. by Time Zone to reach listeners at the same actual time. Thus, for example, it is heard at 9AM in the Eastern Time Zone, 9AM in the Central Time Zone, 9AM in the Mountain Time Zone, and 9AM in the Pacific Time Zone. It should be noted that some networks have only three feeds (i.e., affiliates in the Mountain Time Zone can choose between the Central Time Zone feed or the Pacific Time Zone feed).

### **Total Radio**

Audience estimates to all radio stations, commercial and noncommercial, AM and FM.

### **Underdelivery**

When an advertiser's schedule generates less audience than originally estimated during the buying negotiation process.

### **Unit**

One commercial message regardless of length.

### **Upfront**

A term applied to an advertiser's yearlong plan for the purchase of radio commercial time. Usually these are negotiated before the start of the calendar year.

### **Voice Read**

A specific commercial type where the announcement is read "live" on-air by the network or program personality. Also, called "Live Read."

### **Volume 1 Data**

Within the RADAR service, a report of national radio listening that includes estimates for total radio listening, network affiliated stations listening, AM and FM stations, and other characteristics. Volume 1 does not contain cleared audience estimates for specific radio networks.

### **Volume 2 Data**

Within the RADAR service, reports listening for the specific RADAR-reported networks for all commercials aired on network-affiliated stations whether they are carried within or outside of programs.



**Volume 3 Data**

Within the RADAR service, reports listening for the specific RADAR-reported networks for commercials aired on network-affiliated stations within programs only.

**Weekly Cume**

The average number of different persons reached in one week (i.e., Monday-Sunday 6AM-6AM).

**Weight**

Media planning term, usually GRP targets for a week.

**xb**

A notation in RADAR denoting a network's audience estimate for a specified daypart does not include broadcasts from one or more components of the daypart.

**xd**

A notation in RADAR denoting a specific network program is not included in the daypart averages for that network.

