



- **AM Drive (Morning Drive)** – Monday through Friday, typically 6:00am to 10am on most stations. May start earlier in some markets.
- **Afternoon Drive (PM Drive)** – Monday through Friday from 3-7pm.
- **Arbitron** – The primary Radio ratings service (now owned by Nielsen).
- **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** – An estimate Average Quarter-Hour Persons expressed as a percentage of the population being measured.
- **Audience Composition** – The demographic profile of a station's audience.
- **Avail** – A commercial position.
- **Billboard (Radio billboard)** – Name mentions given to an advertiser in return for a program/station commitment (often to a "sponsor" of the program).
- **Best Time Available (BTA)** – Commercials which are scheduled by the station to run at the best available time.
- **Cluster** – A group of stations in the same market under common ownership or sales management.
- **Combo** – Two (or sometimes more) Radio stations, usually operated by the same owner in the same market.
- **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.



GLOSSARY



- **Cost Per Thousand (CPM)** – The cost of delivering 1,000 gross impressions.
- **Coverage Area** – The geographic area covered by the signal of a specific station.
- **Cume Persons** – The total number of different persons who listen to a Radio station during a daypart for at least five consecutive minutes.
- **Daypart** – The time segments into which a day is divided by for the purpose of selling advertising time. Primary dayparts are morning (or AM drive), midday, afternoon (or PM drive), and evening.
- **Demo (Target Demo)** – The age group and make-up of the audience that you wish to receive your product or service message.
- **D.M.A. (Metro Area)** – D.M.A., or designated market area, is a geographic area, usually by counties, that is designated by Arbitron and makes up specific radio markets. This area comprises the majority listenership of a particular metropolitan area.
- **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** – Usually 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.
- **Evening** – Monday though Friday from 7pm-Midnight.
- **Fixed Position** – A commercial scheduled to run at a precise time, or a commercial scheduled to run within a specific program.



- **Flight** – Advertising agency scheduling concept that alternates periods of advertising activity with periods of no activity.
- **Flight Dates** – Start and end dates of an advertising campaign.
- **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.
- **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.
- **Gross Rating Points (GRPs)** – The sum of all rating points achieved for a particular commercial schedule.
- **Live Read** – 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.
- **Midday** – Monday through Friday from 10am-3pm.
- **Net Reach** – The number of different people that will hear the commercial at least one time.
- **Nielsen** – The primary Radio ratings service.
- **Optimum Effective Scheduling (OES)** – Advertising purchasing concept designed to reach the majority of a station’s audience three or more times in a week by distributing commercials evenly Monday-Sunday from 6AM to Midnight.



- **Piggy-Back** – Two commercials scheduled to run back-to-back, purchased by the same advertiser.
- **Pre-emption and Pre-emptible** – The displacement of a scheduled commercial announcement in favor of a higher-priced commercial or for some other reason.
- **Rep** – Short for representative. The station account executive who serves a local advertiser or agency.
- **Run of Schedule (ROS)** – Commercials scheduled to run across multiple dayparts and multiple days. Usually Monday-Friday, 6am-12Mid.
- **Rotation** – The distribution of commercials across a section of days and hours within the purchased time period.
- **Simulcast** – When two or more Radio stations broadcast the same programs and same commercials at the same times.
- **Sponsorship** – The purchase of a radio program or specific feature.
- **TOMA (Top-of-Mind-Awareness)** – Achieving a high level of recognition with a specific audience.
- **Total Audience Plan (TAP)** – An advertising schedule that places ads in a pattern that utilizes all station dayparts for maximum station audience exposure.
- **Target Demo (Demo)** – An age group or audience make-up that you target with your commercial message.
- **Total Survey Area (TSA)** – Geographic area that encompasses the Metro Survey Area (MSA) and may include additional counties located outside the MSA which meet certain listening criteria.
- **Unit** – One commercial message, regardless of length.