

Glossary of Terms

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."

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.

Broadcast Coverage Area

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

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.

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.

Endorsement

Refers either to a situation where the station or personality "endorses" the advertiser's product or service, usually "live" on-air.

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.

Flight Dates

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

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.

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.

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.

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.

Run of Schedule (ROS)

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

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.

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.

Spot

A spot is an audio advertisement of any length, also called a commercial or driver

Unit

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

Weekend

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