



Radio Terms

Affidavit - A document used in commercial radio stating that a commercial or program ran as ordered.

Billboard - An announcement at the beginning or end of program naming the sponsor(s) or participating advertiser(s). Usually only 10 seconds.

Daypart-A portion of a radio stations broadcast day

AM Drive-6-10am

Midday-10am-2pm

PM Drive-2-6pm

Evening-6pm-12m

Weekend-Sat-Sun 6am-12m

Flight - The scheduled time for a product to be run.

Frequency - (1)The average number of times households or persons viewed a given program, station or advertisement during a specific time period, such as one month. This number is derived by dividing the Gross Rating Points (GRP) by the total non-duplicated audience (cume). For example, if a group of programs achieved 30 GRP's and a cume of 20, then the average frequency would be 1.5 exposures per person or household. (2) A measure of Internet usage. Frequency can be expressed either in average minutes per user per month, or in average page views per month. Average minutes per user per month measures the average amount of time that the average visitor to the site spends on the site during the month. Average page views represents the average number of pages of pages on a Web site or properly viewed by the average visitor to the site during the month.

ROS - An advertising term that refers to a commercial scheduled at the discretion of a station or cable system to run anywhere in the schedule.

Rating - Estimated percentage of the universe of TV households (or other specified group) tuned to a program at once. Ratings are expressed as a percent.

Reach - (1) In media ratings, the unduplicated number of individuals or households exposed to an advertising medium at least once during the average week for a reported time period. It is interchangeable with Cumulative Audience and Net Reach. (2) In internet usage, Reach is the percentage of U.S. Internet users that have accessed the Web content of a specific site or property.

On Air Product Giveaways – Promotions given away on air either through commercials or dj endorsements

Sponsorship

DJ Endorsements – Products that are announced by the DJ's or used on air.