

GLOSSARY OF TERMS

Build-outs are three-dimensional elements that are attached to a bulletin or panel.

A **demographic** is a group of people who share a common characteristic. Typical demographic groupings include age, gender, marital status, race, income, education, occupation and geographic region. Demographic data informs decisions about audiences for and placement of advertising messages.

The audience for outdoor is called the **Daily Effective Circulation (DEC)** and is calculated using the following formula:

$$24\text{-hour traffic count} = 36,000$$

For nonilluminated posters the traffic count is multiplied by .45; therefore, $.45 \times 36,000 = 16,200$ adult DEC

For illuminated posters the traffic count is multiplied by .64; therefore,
 $.64 \times 36,000 = 23,040$

Extensions are two-dimensional additions that extend a bulletin or panel beyond its normal size.

Frequency is the average number of times an individual is exposed to an advertising message during a 30-day period.

Gross Rating Points (GRP): One GRP is equal to one percent of the population. GRPs are packaged in units of 50 or 100 and measure the duplicated audience reached by a poster allotment.

$$GRPs = \frac{\text{Daily effective circulation}}{\text{Market population}}$$

An **impression** occurs when a person is exposed to an advertising message.

Reach is the percentage of the market population or demographic segment that is exposed to an advertising message during a 30-day period. Reach is calculated from individual impressions, the number of people who have been exposed to a message at least once.

A **showing** is a package of bulletins and/or poster panels designed to create advertising impressions equal to a specific percentage of the population in a market. A 50 showing, for example, produces advertising impressions equal in number to 50 percent of the market population. Showings are calculated from a total number of impressions, including duplicate impressions that result when a person is exposed to a message several times.

Spectaculars are billboards that combine three-dimensional elements, movement, lights, sound and/or other special effects.

For more information about the outdoor advertising industry, visit www.oaaa.org