

# Common Newspaper Terms

**Additional Market Coverage (AMC):** Exclusive delivery of preprinted publications with a complimentary copy of The Roanoke Times to non-subscribers.

**Advertorial:** An ad that looks as if it is a news story. Also called Editorial Format.

**Camera Ready:** Any ad element, or complete ad provided in digital format or ready to be scanned without any manipulation, i.e. PDF.

**Column Inch:** Area that is one column wide by one inch deep.

**CMYK:** One of two color formatting options for ads – cyan, magenta, yellow and black. All of our ads print in CMYK format.

**Complete Package Insert (CPI):** Any newspaper insert that we design, print and insert for delivery.

**Cost Per Thousand (CPM):** The advertising cost to reach 1,000 units of an audience used in comparing or evaluating the cost efficiency of publications or broadcast schedules.

**Double Truck:** Two facing pages used for a single, unbroken advertisement. It is also called a 2-page spread and usually incorporates the gutter.

**DPI:** Dots per inch (refers to resolution).

**Four Color:** Also called full color. Full range of colors obtained by printing cyan, magenta, yellow and black.

**Frequency:** The average number of times an audience member is exposed to a medium. Usually referred to as average frequency.

**Full Run:** The entire run (distribution) of the paper.

**Gatefold:** A folded advertising page which, when unfolded, is bigger in dimension than the regular page.

**Guaranteed Position:** An advertiser may request a specific section and specific page to place an ad and, with a reservation fee (that is refunded if the request cannot be honored) can “guarantee” that position.

**Gutter:** The inside margins of facing pages.

**Impression:** An advertisement on a Web page. Advertising on the Web is typically sold on a cost per thousand (CPM) basis, and one impression is essentially one appearance of an ad.

**C.B.S.A.:** Core Based Statistical Area (formerly known as the MSA, or Metropolitan Statistical Area) as defined by the U.S. Office of Management and Budget.

**Native Format:** Any electronic ad that is provided in its original, editable format; for example, Quark, InDesign, Illustrator or Photoshop files with individual, editable layers. In addition, all fonts and images must be supplied.

**Part Run:** Part of the entire distribution of the paper (may incorporate specific zip codes, regions, or delivery routes).

**Portable Document Format (PDF):** PDF is a universal file format that preserves fonts, images, graphics and layout of any source document, regardless of the application and platform used to create it.

**Preprinted Insert:** A stand-alone ad format that is inserted into the paper.

**Proof:** The first reproduction of the ad as it will appear in the newspaper, often used to check for accuracy.

**Reach:** The number of different persons or homes exposed at least once to a specific media vehicle or schedule. Usually measured over a period of time.

**Reverse:** White letters in a gray, black or color area.

**RGB:** One of two color formatting options for ads – red, green, blue. Ads in RGB must be converted to CMYK for print.

**ROP:** Run of Press – Denotes advertising that appears within the newspaper itself (as opposed to inserts). Usually refers to retail (non-classified) advertising.

**Standard Advertising Unit (SAU):** A system of measuring ad size that converts classified liner and display sizes into a unit similar to retail ads.

**Scotch Double Truck:** A double truck ad that doesn't span completely across two facing pages. The gutter is still incorporated, but at least one column of news borders both sides of the ad.

**Spadea:** A single page folded vertically around the spine of a section covering part of the front and back pages.

**Spec Ad:** A preliminary layout showing the position of illustrations and text of a proposed ad.

**Tabloid or Tab:** A newspaper about half the size of a standard or broadsheet section.

**Tear Sheet:** A full-size page from the newspaper that shows ads and the surrounding news, which serves as proof of publication. Many newspapers now have these available electronically.

**Total Market Coverage (TMC):** Preprint distribution to Sunday non-subscribers.

**White Space:** The area left open in an ad that is not printed over with type or art.

**Zoned Editions:** Editions of the paper that are zoned to a specific region or area. The New River Current and SWoCO, Botetourt View, So Salem editions and Laker Weekly are zoned.