Advertiser

* Consumer - an advertiser who promotes a product/service that is sold to a consumer.
* Industrial - an advertiser who promotes a product or service that is typically sold business-to-business.
* Institutional - an advertiser that promotes to its customers and the public a favourable image of the corporation and its products without trying to sell the product. Also known as "goodwill" or "corporate" advertising.
* Local, Regional, National - advertising related to the geographical scope of business.

Audience

* Average - the average number of people exposed to a particular media vehicle during a specified amount of time.
* General/Potential - in broadcasting, the total number of people listening to/viewing radio/television at a specific time.
* Target - those readers/listeners/viewers who are deemed to be the best prospects for an advertiser's product/service.

Blocking Chart - the graphic presentation of planned advertising activity on a calendar.

Coverage - the extent to which the different advertising media are distributed in certain markets. In terms of a broadcast signal, the percentage of the population within a given region who can receive that signal.

CRTC - Canadian Radio-Television and Telecommunications Commission - a federally appointed body that regulates all aspects of the broadcast industry.

Demographics - characteristics of a population group, sample or target audience that describes age, sex, education, income, language spoken and other basic attributes.

Exposure - the detection of a medium by the senses. In broadcast, those who are present in the room while a television or radio set is on are counted as exposed.

Frequency - the average number of times those reached by a commercial message are exposed in a stated time period. Reach x Frequency = GRPs.

Independent Station - a local radio or television station not affiliated with a network.

Network Affiliate - a broadcast station which is part of a network and therefore offers network programs and their commercial content.

PSA - Public Service Announcement.

Reach - a measurement of cumulative, unduplicated audience exposed one or more times to a program, station or publication in each time frame. Usually expressed as a percentage of the target population in a geographically defined area.

Share - the percentage of the total television viewing or radio listening audience tuned to a program or station at a specific time. Share = Average Program Audience " Average People Viewing (during that time period) x 100.

Storyboard - drawings of the scenes outlining a television commercial before it is made, usually accompanied by scene-by-scene instructions and the commercial copy.

Tag - in broadcast, a short message at the end of a product/service commercial to provide local information - i.e. dealers, pricing or to advertise a short-term promotional offer to consumers.