

## CLIPPER

<b>ACA</b>	Ad Content Approval
<b>AE</b>	Account Executive (Sales Rep)
<b>AP</b>	Approval Portal
<b>ASC</b>	Account Services Coordinator
<b>ATOL</b>	Ad Tracker Online
<b>AUM</b>	Agreement For Use Of Materials
<b>AX</b>	Affinity X
<b>BAG</b>	Business Applications Group
<b>BBP</b>	Business Builder Package
<b>BC</b>	Back Cover
<b>BD</b>	Business Development Associate (Pre-Sale Support)
<b>BKGND</b>	Background
<b>BOGO</b>	Buy One, Get One
<b>BOR</b>	Based On Response
<b>CAMS</b>	Clipper Asset Management System
<b>CAP</b>	Customer Access Portal
<b>CC</b>	Credit Card or Coupon Clipper or Cover Wrap Card
<b>CCO</b>	Community Co-Op
<b>CCT</b>	Clipper Call Track
<b>CDD</b>	Clipper Digital Delivery
<b>CEA</b>	Customer Engagement Associate (Post-Sale Support)
<b>CI</b>	Center Insert
<b>CIC</b>	Customer Information Center
<b>CLIP</b>	Clipper Literature iPad Portfolio
<b>CM</b>	Clipper Magazine
<b>CMB</b>	Call Me Back
<b>CS</b>	Creative Specialist
<b>CU</b>	Clipper University
<b>DA</b>	Disk Ads
<b>DM</b>	Decision Maker
<b>DND</b>	Do Not Disturb
<b>DPS</b>	Database Publishing System
<b>EIN/GIN</b>	Digest Size Insert (Southern CA Only)
<b>ESP</b>	Enterprise System Program
<b>ESS</b>	Electronic Sending Sheet
<b>FAD</b>	Future Ad Deal
<b>FAQ</b>	Frequently Asked Questions
<b>FC</b>	Front Cover
<b>FF</b>	Far Forward
<b>FH</b>	Front Half
<b>FHURHP</b>	Front Half Upper Right Hand Page
<b>FN</b>	Final Notice
<b>FOB</b>	Front Of Book
<b>FPO</b>	For Position Only
<b>FROR</b>	First Right of Refusal
<b>FS</b>	Fast Start Training

<b>G1F</b>	Get1Free Magazine (Southern CA Only-Digest)
<b>GD</b>	Great Deals Magazine
<b>H2H</b>	House2Home Magazine
<b>H&amp;D</b>	Home & Decor Ideas
<b>HDCT</b>	Home & Decor Call Track
<b>HRIS</b>	Human Resources Information System
<b>IBC</b>	Inside Back Cover
<b>ICC</b>	Incoming Call
<b>IFC</b>	Inside Front Cover
<b>IHC</b>	In-House Change
<b>IL</b>	Image Library
<b>IO</b>	Insertion Order
<b>IT</b>	Information Technology
<b>IX</b>	Index Insert
<b>JP</b>	Jumbo Postcard
<b>K/O</b>	Knock-Out
<b>KS</b>	Custom Loose Insert
<b>LC</b>	Lower Case
<b>LF</b>	Local Flavor
<b>LFDG</b>	Local Flavor Dining Guide
<b>LFL</b>	Local Flavor Loyalty
<b>LHP</b>	Left-Hand Page
<b>LM</b>	Left Message
<b>LRHP</b>	Lower Right Hand Page
<b>LDP-C</b>	Local Data Postcard-Clipper
<b>LDP-V</b>	Local Data Postcard-Valassis
<b>LDP-VI</b>	Local Data Postcard-Variable Image
<b>LT</b>	Left
<b>MG</b>	Make Good
<b>MINT</b>	Mint Magazine
<b>MM</b>	Market Magazine
<b>MMC</b>	Multi-Media Marketing Campaign
<b>MS</b>	Market Support Services
<b>MSA</b>	Market Support Assistant
<b>NC</b>	No Charge
<b>NS</b>	National Sales-Valassis
<b>OE</b>	Order Entry
<b>OLO</b>	Online Only
<b>OOB</b>	Out Of Business
<b>OOO</b>	Out Of Office
<b>OOT</b>	Out Of Town
<b>OPP</b>	Off-Page Products
<b>OWA</b>	Outlook Web Access
<b>P/U</b>	Pick Up
<b>PL</b>	Prestigious Living
<b>PMS</b>	Pantone Matching System
<b>PPA</b>	Per Page Average
<b>PPC</b>	Pay-Per-Click
<b>PTO</b>	Paid Time Off
<b>QC</b>	Quality Control

<b>R</b>	Reach Magazine
<b>RFH</b>	Right Front Half
<b>RHP</b>	Right-Hand Page
<b>RM</b>	Regional Market
<b>RS</b>	Regional Supplement
<b>RT</b>	Right
<b>S/B</b>	Should Be
<b>S/W</b>	Spoke With
<b>SDM</b>	Solo Direct Mail
<b>SEM</b>	Search Engine Management
<b>SEO</b>	Search Engine Optimization
<b>SF</b>	Salesforce
<b>SMB</b>	Small Medium Business
<b>TC</b>	Turbocopy
<b>TLS</b>	Total Loyalty Solutions
<b>UC</b>	Upper Case
<b>ULHP</b>	Upper Left Hand Page
<b>URHP</b>	Upper Right Hand Page
<b>VP</b>	Vertical Postcard
<b>WP</b>	Vertical Wide Postcard
<b>W/OFF</b>	Write Off
<b>XP</b>	Extended Postcard
<b>Δ</b>	Change

## FILE TYPE

<b>AI</b>	Adobe Illustrator
<b>EPS</b>	Encapsulated Postscript File
<b>GIF</b>	Graphic Interchange Format
<b>ID</b>	InDesign
<b>JPG</b>	Joint Photographic Group
<b>PDF</b>	Portable Document File
<b>PNG</b>	Portable Network Graphic
<b>PS</b>	Photoshop
<b>PSD</b>	Photoshop Document
<b>TIFF</b>	Tagged Image File Format

## UNIVERSAL

<b>CPM</b>	Cost Per Thousand
<b>DPI</b>	Dots Per Inch
<b>EDDM</b>	Every Door Direct Mail
<b>HR</b>	Human Resources
<b>HRBP</b>	Human Resources Business Partner
<b>LMS</b>	Learning Management System
<b>NNA</b>	National Newspaper Association
<b>NSTC</b>	National Sales Training Conference
<b>PCD</b>	Private Carrier Delivery
<b>POS</b>	Point Of Sale
<b>PRI</b>	Postal Rate Increase
<b>ROI</b>	Return On Investment
<b>SOP</b>	Standard Operating Procedure

**SWOT** Strengths, Weaknesses, Opportunities, Threats  
**USPS** United States Postal Service  
**VP** Vice President

## VALASSIS

**ABC** Alliance For Audited Media  
**ABI** American Business Information  
**AC** Account Coordinator  
**ACC** Advertising Category Codes  
**ACV** All Commodity Volume  
**ADI** Area Of Dominant Influence  
**ADS** Advertising Data Scan  
**AIMM** Advertising Investment Management Model  
**ANNE** Allied National Network Extension  
**AOF** Advertising Order Form  
**APC** Account Promotion Coordinator  
**ATZ** Advertising Targeting Zones  
**BDE** Business Development Executive  
**BDI** Brand Development Index  
**BDO** Branch Director Of Operations  
**BPC** Business Process Center  
**CAE** Category Account Executive  
**CAP** Cooperative Advertising Program  
**CBM** Customer Business Manager  
**CBP** Consumer Buying Power  
**CBSA** Core Base Statistical Area  
**CDI** Category Development Index  
**CFS** Client Financial Services  
**CIP** Client Interview Process  
**CM** Category Management  
**CMM** Customer Marketing Manager  
**CMR** Competitive Media Reports  
**COBEC** Code Of Business Ethics & Conduct  
**CPG** Consumer Packaged Goods  
**CPI** Cost Per Inquiry  
**CPOC** Client Point Of Contact  
**CPP** Corporate Print Production  
**CPR** Cost Per Response  
**CRAAFT** Conversation, Retention, Acquisition, Awareness, Frequency, Ticket  
**CREST** Consumer Reports On Eating Share Trends  
**CRM** Customer Relationship Marketing  
**CS** Client Services  
**CSI** Client-Supplied Insert

**CSR** Customer Service Representative  
**CTP** Computer To Plate  
**DMA** 1. Direct Marketing Association  
 2. Designated Marketing Area  
**DSC** Decentralized Service Center  
**DSD** District Sales Director  
**EDW** Enterprise Data Warehouse  
**EIF** Executive Information Facility  
**EMC** Extended Market Coverage  
**EPS** Earnings Per Share  
**ERP** Enterprise Resource Planning  
**FADE** Focus, Analyze, Develop, Execute  
**FAM** Field Account Manager  
**FM** Field Marketing  
**FS** Free Sheet  
**FSI** Freestanding Insert  
**GDM** Grocery, Drug, Mass  
**GIS** Geographic Information System  
**GPM** Gross Profit Margin  
**HHC** Household Counts  
**IHD** In-Home Day  
**IHW** In-Home Week  
**IP** Insert Publishing  
**IR** Investor Relations  
**JTS** Job Tracking System  
**KAE** Key Account Executive  
**KIF** Key Influencing Factors  
**KPI** Key Performance Indicators  
**MAAX** Marketing & Advertising Accountability Experts  
**MMS** Margin Management System  
**MSA** Metropolitan Statistical Area  
**MSC** Marketing Services Consultant  
**NAA** Newspaper Association of America  
**NAB** Newspaper Advertising Bureau  
**NAICS** North American Industry Classification System  
**NFO** NFO WorldGroup, Inc  
**NPA** National Participation Agreement  
**NYSE** New York Stock Exchange  
**ORCA** Off-Rate Card Approval  
**PM** Profile Manager  
**PMO** Project Management Organization/Office  
**PMP** Performance Management Process  
**PMSA** Primary Metropolitan Statistical Area  
**PO** Purchase Order  
**POD** 1. Point Of Distribution  
 2. Proof Of Delivery

**POWER** Process Ownership With Empowering Resources  
**PP** Pre-Press  
**PPP** Pieces Per Package  
**PR** Public Relations  
**PVT** Party Validation Team  
**QA** Quality Assurance  
**QAT** Quality Action Team  
**QCT** Quote & Contract Team  
**R&R** Advertising Readership & Response  
**R&S** Retail & Services  
**RAE** Regional Account Executive  
**REP** Rural Expansion Program  
**RFI** Request For Information  
**RFP** Request For Proposal  
**ROP** Run-Of-Press  
**RS** Remnant Space  
**RTA** Retail Trading Area  
**RTC** Request To Commit  
**RTP** 1. Ready To Print  
 2. Release To Printer  
**RVP** Regional Vice President  
**SAE** Strategic Account Executive  
**SAU** Standard Advertising Unit  
**SBD** Strategic Business Development  
**SEM** Socioeconomic Measure  
**SEZ** Shared Expansion Zones  
**SME** Subject Matter Expert  
**SMF** Shared Mail Fulfillment  
**SMRB** Simmons Market Research Bureau  
**SRDS** Standard Rate & Data Service  
**SVP** Senior Vice President  
**TAP** Targeting Activity Potential  
**TMC** Total Market Coverage  
**TNS** Targeting Consumer Data Sets  
**TP&MS** Targeted Print & Media Solutions  
**TSI** Target Solo Insert  
**UTN** Unique Tracking Number  
**VCI** Valassis Communications Inc.  
**VOC** 1. Valassis Canada  
 2. Voice Of The Customer  
**VRMS** Valassis Relationship Marketing Systems  
**VSC** Valassis Solution Center  
**VSMS** Valassis Sales & Marketing Services  
**WORF** Work Order Request Form  
**WOTC** Windsor Operations Technology Center  
**ZIC** Zoned Insert Card

## CLIPPER

**100% / 75% / 50% / 25% WEEKS / AD COPY DEADLINES** - Deadlines in which ad copy is expected to be received. 50% refers to having 50% of the total ad copy submitted for a book and so on. Reaching these deadlines allows production to create ads with enough time to proof with a client and to make any necessary changes. Meeting these deadlines also allows the rep to possibly push for a larger book.

**4G/5G** - The Third & Fourth Generation of mobile network infrastructure, which supports much higher data speeds than previous mobile networks, in some cases approaching wired broadband connections.

**4C/4-COLOR** - Four colors of ink (CMYK) used to create all printed material. The standard printing process.

## A

**ACCOUNT NUMBER** - Number given to a client allowing easy reference in ESP.

**ACCOUNT SERVICES COORDINATOR (ASC)** - Liaison between sales force and art department.

**ACCRUAL PERCENTAGE** - The percentage applied to the net purchases by retailer (example: 3%, 5%, etc.) to determine amounts of accruals; varies with manufacturer. (AdMall)

**ACCRUAL PERIOD** - The time period set by the manufacturer during which a retailer accrues co-op advertising funds on purchases, usually annual or seasonal. (AdMall)

**ACCRUALS** - Money granted to a retailer for net purchases of a manufacturer's goods. Money can be used for future co-op advertising expense. (AdMall)

**AD COPY** - Document showing area, size, contact information and what the advertiser wants to be created. Submitted electronically via ATOL or Turbo Copy.

**AD IMPRESSION RATIO** - Click-throughs divided by ad impressions. See Click Rate. (AdMall)

**AD IMPRESSIONS** - A measurement of how many times an ad is served to a browser. (AdMall)

**AD SAMPLE** - See *Sample Ad*.

**AD TRACKER ONLINE (ATOL)** - System used by reps to submit ad copy and changes. Also for clients to view their proofs and submit changes/approvals. This program is the sales component of DPS.

**AD TYPE** - A unique alphabetic identifier that informs what type of product it is.

**AD UNITS** - A way of classifying online ad types. Ad units include banners, bookends, buttons, skyscrapers, etc. (AdMall)

**ADDENDUM** - Supplemental paperwork allowing changes to be made to a contract or insertion order without having to fill out a new one. Changes include ad size change, rate change, etc.

**ADMALL** - Website created exclusively for the prospecting, information and demographic needs of the sales force for all types of media. A secured website, AdMall is also the leader in co-op data and leads. Available through CMAG.

**ADOBE CONNECT** - A program which allows remote training through the internet.

**ADVERTISING ALLOWANCE** - Fund established by the manufacturer for the purpose of local advertising by the retailers and distributors. (AdMall)

**AGING** - List showing advertisers who have not paid their bills yet. It is broken down by how long the bill has not been paid.

**AGREEMENT FOR USE OF MATERIALS (AUM)** - Legal form stating an advertiser carries a particular product and is permitted to use manufacturer-supplied images of that product.

**ALLOCATION** - Report showing the ads associated with a book and information regarding those accounts.

**APPLICATION PROGRAMMING INTERFACE (API)** - A program that allows two or more applications to exchange data and work together. (AdMall)

**APPROVAL PORTAL** - Allows customers to receive link to their IO by email or text.

**APPROVED** - Status signifying a client or rep agree that an ad is acceptable to be printed.

**AREA** - Town, city and state where a book runs.

**AREA OF DOMINANT INFLUENCE (ADI)** - An exclusive geographic area consisting of all counties in which home market stations receive a majority of total viewing hours.

**AREA NUMBER** - Digits assigned as reference for a particular area.

**ARTIST CHOICE** - Designation given when a designer is allowed to choose an image or information that would work best in an ad.

**AUDIENCE COMPOSITION** - Types of persons reached by a medium or advertising campaign and measured in terms of gender, age, income or other demographic characteristics. (AdMall)

**AUTO TRACE** - Illustrator function allowing Photoshop files to be traced and converted into vector paths. See *Live Trace*.

## B

**BACK LINK** - Links on websites other than your own that go back to a page on your website.

**BACKUP** - When coupons in a book are back to back. If coupons from one advertiser are cut out, then coupons or portion of coupons from the advertiser on the reverse side are also removed. We avoid this unless there is no other alternative.

**BANNER** - A graphic advertising image that appears on a web page, most frequently across the top. The standard ad banner is 468 x 60 pixels. Also known as a full banner. (AdMall)

**BEHAVIORAL TARGETING** - Using information collected on an individual's web browsing behavior such as the pages they have visited or the searches they have made to select which advertisements to be displayed to that individual. (AdMall)

**BELOW THE FOLD (BTF)** - The area of a web page that is seen only when the viewer scrolls down. (AdMall)

**BINDING** - Printing process of collating, folding, trimming and securing various printing pieces.

**BITMAP** - Image composed of pixels in a grid. Each pixel or bit in the image contains information about the color to be displayed. This format allows an image to be colorized in a page layout program.

**BLEED** - Printed area which extends off the trimmed edge. Done so there will be no white edge on a book when it is printed and cut.

**BLOG** - Derived from "web log." A website that features typically chronological, informal views of the author, often inviting public comments from readers. (AdMall)

**BLOW-IN** - Postcard style product, on thinner paper inserted between magazine pages. The process of inserting the piece is via a machine which "blows" the card between the pages. It is not secured and generally falls out when the magazine is picked up.

**BODY TYPE** - The typeface used for body copy. There are hundreds of styles from which to choose. Body type is measured in point size, with 10- to 12-point being the common sizes. (AdMall)

**BOOK** - Refers to a local Clipper Magazine.

**BOOK ENDS** - Online ad units on each side of the top element on a page. (AdMall)

**BOOM, BOOM, BOOM THEORY** - Idea that a well marketed ad will quickly show WHO the client is, WHAT type of business it is and WHAT the client is OFFERING.

**BRAND AWARENESS** - Research studies can associate ad effectiveness to measure the impact of online advertising on key branding metrics. (AdMall)

**BRAND DEVELOPMENT INDEX (BDI)** - A statistic correlating the percent of a brand's sales in a market to the percent of the consumers in that same market. (AdMall)

**BROWSER** - A computer software program that enables users to access and view web pages on the internet. (AdMall)

**BULLETS** - Way to separate information using a dot or icon.

**BUNDLE** - A grouping of 2 or more ads with the same account number. Bundles may be 1 ad running in multiple book issues, or different ads running in 1 or more book issues or multiple versions of the same ad.

**BUSINESS BUILDER PACKAGE (BBP)** - A promotional package that includes printed inserts in the magazine, overruns and a choice of pens, business cards or magnets.

**BUSINESS-TO-BUSINESS (BTOB/B2B)** - Businesses whose primary customers are other businesses. (AdMall)

**BUSINESS-TO-CONSUMER (BTOC/B2C)** - Businesses whose primary customers are consumers. (AdMall)

**BUTTON AD** - An interactive online ad in the form of a small graphic. Standard sizes as defined by the IAB are 120 x 90, 120 x 60 and 125 x 125. (AdMall)

## C

**CACHING** - The process of copying a Web element (page or ad) for later reuse. On the Web, this copying is normally done in two places: in the user's browser and on proxy servers. Caching is done to reduce redundant network traffic, resulting in increased overall efficiency of the Internet. (AdMall)

**CALL TO ACTION (CTA)** - Text (such as "click here" or "download now" or "send e-mail") that encourages users to take a defined action. These ads generally have higher click-through rates (CTRs). (AdMall)

**CALL TRACKING (CT)** - Program that allows a customer to track and analyze calls received through a specially assigned phone number that is published in their ads.

**CAMERA RAW** - See *Raw*.

**CAMERA READY** - A file that is ready to go to press as-is.

**CARD STOCK** - Thicker paper which is relatively stiff.

**CARRY-OVER** - The term used when, according to the manufacturer's co-op agreement, funds accrued in one accrual period can be carried over to the next period. (AdMall)

**CAST SHADOW** - Realistic shadow that appears to actually be cast by an object. It usually has perspective, fades and can make images/objects appear to be more lifelike.

**CATEGORY DEVELOPMENT INDEX (CDI)** - A statistic correlating the percent of a category's sales in a market to the percent of consumers in that same market. (AdMall)

**CENTER INSERTS (CI)** - Product printed and placed in the center of a publication.

**CHANGE** - Correction to proof once ad has been created.

**CIRCULATION** - 1) In print media, the number of copies a publication sold and/or distributed. 2) In broadcasting, the number of set-owning families within station signal range. 3) In outdoor advertising, the number of people passing a billboard. (AdMall)

**CLICK FRAUD** - A type of internet crime that occurs in pay per click online advertising when a person, automated script, or computer program imitates a legitimate user of a web browser clicking on an ad, for the purpose of generating a charge per click without having actual interest in the target of the ad's link. (AdMall)

**CLICK RATE** - The ratio of ad clicks to ad impressions. (AdMall)

**CLICK THROUGH** - The action of following a link within an advertisement or editorial content to another website or another page or frame within the website. Ad click-throughs can be tracked and reported by taking the number of click-throughs divided by the number of impressions, multiplied by 100 and expressed as a percentage. For example, a CTR is 1% if 100 people are shown an ad and one person clicks through to the site.

**CLICKS** - The action of clicking within an advertisement. See Click-Through and Mouseover. (AdMall)

**CLIP ART/CLICK ART** - Ready-made pieces of printed or computerized graphics.

**CLIPPER ASSET MANAGEMENT SYSTEM (CAMS)** - Search engine used to log and find images. Allows images to be searched by description.

**CLIPPER DIGITAL DELIVERY (CDD)** - Website where advertisers submit components electronically.

**CLIPPER LITERATURE IPAD PORTFOLIO (CLIP)** - App/Web application that houses Clipper Marketing and sales tools. Can be used to build sales presentations to share with clients and other reps.

**CLIPPER UNIVERSITY** - Department and website where you can go to get training from Clipper.

**CLIPPERIZE** - To take an ad and change it to our format or to improve the look of it. This can also be done to avoid copyright issues.

**CLIPPING PATH** - Outline or silhouette edge of an image used to cut-out or select a portion of it.

**CMAG** - Clipper Magazine's informative webpage for use by employees only.

**CMYK** - Cyan, Magenta, Yellow & Black. The four primary printing inks (process colors) making up any full color printing job.

**COLD CALL** - Telephone call or drop-in visit by a sales rep to a business not previously contacted.

**COLOR CONFLICT** - When two ads, placed next to each other in a book have similar coloration.

**COLOR CORRECT** - Reworking the color balances of a digital image to make it look natural.

**COLOR SATURATION** - A measure of color as it deviates from white. (AdMall)

**COLOR WHEEL** - Circular diagram with 3 primary colors (red, blue, yellow) and 3 secondary colors (purple, green, orange). Colors are arranged sequentially so related colors are next to each other and complementary colors are opposite. These wheels can become very complex showing numerous steps between each color.

**COMMODITY** - Product sold by trades at less than purchase price. Usually sold and promoted with a higher-margin product. For example, coffee is often a commodity item sold at a loss, but promoted with a creamer with holds a high margin. (AdMall)

**COMMUNITY CO-OP (CCO)** - A payment program that allows advertisers to run ads with part or all of the funds coming from consumers. The ads direct consumers to the Local Flavor website where they are able to purchase certificates for 50%-90% off. The funds from these certificate sales cover the client's ad costs.

**COMPLEMENTARY COLORS** - Colors which are opposite one another on the color wheel (orange/blue, yellow/purple, red/green).

**COMPOUNDING** - Two or more paths painted so that holes appear where paths overlap. When you define objects as a compound path, all objects in that path take on the paint and style attributes of the backmost object.

**CONSUMER GENERATED MEDIA (CGM)** - Posts made by consumers within online venues such as forums, blogs, and wikis on products that they have used and/or purchased. Also known as User Generated Content (UGC). (AdMall)

**CONTENT MANAGEMENT SYSTEMS (CMS)** - Complete software suites offering the ability to incorporate tools and processes for document management and content creation. (AdMall)

**CONTRACT** - Legally binding document showing an advertiser's contact information, what books they want to run in, at what rate and what size.

**COOKIE** - A file of a user's browser that uniquely identifies him or her. Use of cookies makes it possible to identify return visitors and track their web actions. (AdMall)

**COOL COLORS** - Blues, greens and neutral grays of the spectrum associated with water, sky, ice and cooler temperatures. Cool colors convey feelings of purity, peace and refreshment.

**COPY** - The written advertising message. (AdMall)

**CO-OP** - Money available from corporate companies or franchises to help local affiliates pay for ads.

**CO-OP ADVERTISING** - A shared advertising arrangement between the manufacturer and the dealer. The manufacturer contributes to the dealer's local advertising in order to move product through the merchandising cycle. (AdMall)

**COPY IN** - Status signifying ad copy for an advertiser has been received.

**CORE** - Refers to pages of a book being mailed to the entire area.

**COST-PER-CLICK (CPC)** - Cost of advertising based on the number of clicks received. (AdMall)

**COST-PER-CUSTOMER (CPC)** - The cost an advertiser pays to acquire a customer. (AdMall)

**COUPON CLIPPER (CC)** - Original name of Clipper Magazine. We continue to use this name on one publication to retain its copyright.

**COVERAGE** - The number or percentage of households/individuals exposed to a specific advertising vehicle within a giving geographic area. (AdMall)

**CREATIVE SPECIALIST** - A seasoned graphic designer who reviews ads for quality, marketing and design. Previously known as Design Team Leaders and Art Directors.

**CREDIT ANALYST/CREDIT SPECIALIST** - Person who handles money issues, provides advice on what is required to run accounts with balances and assesses account viability.

**CROP** - To trim away or remove parts of an image.

**CUSTOM LOOSE INSERT** - Two or four page product that is larger than our regular book size, is folded in the center and blown into the magazine. Formerly known as a Kansa insert.

**CUSTOMER ACCESS PORTAL (CAP)** - Program used to view proofs and submit changes to inserts only.

**CUSTOMER INFORMATION CENTER (CIC)** - Department within corporate headquarters tasked with fielding all incoming calls and directing prospects who contact the corporate office to the appropriate people.

**CUSTOMER PORTAL/BILL TRUST** - Clipper's secure payment site, allowing customers to view, manage and pay their invoices online.

**CUSTOMER RELATIONSHIP MANAGEMENT (CRM)** - Business practices that foster customer care, loyalty and/or customer support. (AdMall)

## D

**DATABASE PUBLISHING SYSTEM (DPS)** - Software program that is used by the internal department to track ads through the production system. This program is the production component of ATOL.

**DATE IN** - Status signifying the date ad copy arrives at the corporate office. This date can be updated if initial ad copy was incomplete.

**DEADLINE** - Date given to complete a process so clients can be serviced in an acceptable time frame, with undue stress. Also, so the product can be placed on the press, printed and arrive at the Post Office on time.

**DEMOGRAPHICS** - Data relative to the age, gender, income, etc., for a given audience. (AdMall)

**DESIGN TEAM** - Employees who work together to produce the designed products within the company. Includes a Team Lead, Creative Specialist and Designers. All products are filtered out to all of the design staff regardless of associated regional team.

**DESIGNER** - Graphic artist responsible for the creation of an ad by following ad copy.

**DIMENSIONAL MAIL** - A direct mail piece sent to highly qualified leads. This type of mail might include a product sample or material that enlarges the envelope, distinguishing it from flat mail. (AdMall)

**DIRECT RESPONSE** - Advertising that seeks direct and prompt viewer response. Ads usually exhibit telephone numbers, box numbers or other information that enable the viewer to order or inquire about objects shown. (AdMall)

**DISCLAIMER** - Line(s) of copy in an ad that lists any restrictions and usually states that prices may vary, limit one per customer, not valid on holidays, expiration date, etc.

**DISPLAY ADVERTISING (ONLINE)** - A form of online advertising where an advertiser's message is shown on a destination web page, generally set off in a box at the top or bottom or to one side of the content of the page. (AdMall)

**DISPLAY TYPE** - Headline, subhead and other large type in an ad as apposed to the body type. Almost always, big, bold type 14 points or larger. (AdMall)

**DISTRIBUTION AFFIDAVIT** - Issued by the U.S. Postal Service or by the distributor to identify the number of issues of a particular item that were circulated. Also a method used in direct mail and some shoppers to qualify for co-op payment. (AdMall)

**DO NOT DISTURB (DND)** - Phone status denoted by a message on the person's internal phone display. "Do Not Disturb" phone status.

**DOMAIN NAME** - The unique name that identifies an Internet site. (AdMall)

**DOTS PER INCH (DPI)** - Amount of pixels in one square inch of a given image. In general, the more dots, the better and sharper the image.

**DROP CAPS** - Enlarging the first letter of a paragraph to move down two or more lines. Often seen at the beginning of novels.

**DROP SHADOW** - Shadow appearing to come from an object floating above a page. Even if the object or photo is three-dimensional, using a drop shadow will make it appear to pop off the page.

**DUMMY BOOK** - Electronic book with ads placed in it to show how a final publication will look. This allows ASCs and designers to check for competitors, back-ups and color conflicts.

**DUOTONE** - Halftone picture composed of 2 colors.

**DUPE** - When an image is running in more than one ad in a book. Also can refer to ad copy which is sent in more than once (duplicate ad copy).

## E

**ELECTRONIC SENDING SHEET (ESS)** - On CMAG, this app shows which advertisers are going on what page, if an ad is approved and if an ad or page has been sent to Prep or the printer.

**ELECTRONIC TEAR SHEET** - For print media, a digital image of the ad as it appears in publication. (AdMall)

**EMAIL ADVERTISING** - Banner ads, links or advertiser sponsorships that appear in email newsletters, email marketing campaigns and other commercial email communications. (AdMall)

**EMAIL BOUNCE** - An email that cannot be delivered to the mailbox provider and is sent back to the email service provider that sent it. A bounce is classified as either hard or soft. Hard bounces are the failed delivery of email due to a permanent reason, such as a non-existent address. Soft bounces are the failed delivery of email due to a temporary issue, such as a full inbox or an unavailable ISP server. (AdMall)

**EMAIL CAMPAIGN** - Advertising campaign distributed via email. (AdMall)

**EMBOSS** - Effect that makes objects appear 3D or stamped on the ad.

**EMOTICON** - Keyboard characters used in combination to produce text symbols representing a range of emotions. Sometimes referred to as "smilies". (AdMall)

**ENCAPSULATED POSTSCRIPT FILE (EPS)** - Graphics file format used by the PostScript language. Files can be either binary or ASCII. EPS is the preferred format because of its efficient use of memory and fine color control.

**ENCRYPTION** - A system to secure a message. (AdMall)

**ENGAGEMENT AD** - An interactive advertisement targeted to the actions of a specific user on a particular social network. (AdMall)

**ENTERPRISE SYSTEM PROGRAM (ESP)** - Program allowing internal employees to check status of an advertiser, book, employee, run reports...

**EVERY DOOR DIRECT MAIL (EDDM)** - Direct mail program provided through the US Postal Service.

**EXCLUSIVE IMAGES** - Images approved for use only for specific advertisers or for clients who carry specific manufacturer products.

**EXPANDABLE BANNERS** - An online banner ad, which can expand to as large as 468 x 240 after a user clicks on it or after a user moves his/her cursor over the banner. (AdMall)

**EXPO** - Showcase for a company to introduce itself and show what is new and what is on the horizon.

**EXTENSIBLE MARKUP LANGUAGE (XML)** - A richer, more dynamic successor to HTML utilizing SGML or HTML type tags to structure information. XML is used for transferring data and creating applications on the Web. (AdMall)

## F

**FAN CLUB** - The people who have opted to receive additional offers from that specific business through the Merchant app.

**FAST START (FS)** - Clipper University's introductory training program for new sales reps during their first few weeks with the company.

**FEATHER** - Image that does not have a definite border around it and softens or shades off gradually into the surrounding areas. See *Vignette* or *Soft Edges*.

**FEDERAL COMMUNICATIONS COMMISSION (FCC)** - The government agency charged with regulating and monitoring the communications industry. (AdMall)

**FILE SHARING** - Multiple users sharing file data and/or storage space on a network. (AdMall)

**FILE TRANSFER PROTOCOL (FTP)** - Internet protocol which facilitates downloading or uploading digital files. (AdMall)

**FINAL NOTICE** - When a letter/email is sent to a customer for a balance in 120 days past due and efforts have been exhausted by the collector.

**FIXED AMOUNT ACCRUAL** - Fixed amount of money or advertising or promoting certain products, agreed upon prior to product purchases. (AdMall)

**FLAGGED AD** - Ad brought to the attention of the sales administrator due to its low rate, poorly written contract or for other concerns which may prevent it from being allowed to run.

**FLASH** - Adobe's vector-based rich media file format that is used to display interactive animations on a web page. (AdMall)

**FLATTENED FILE** - Photoshop file containing only one layer making certain modifications impossible.

**FLOAT** - Element placed within an ad that does not appear to be anchored.

**FLOATING ADS** - An ad that appears within the main browser window on top of the web page's normal content, thereby appearing to "float" over the top of the page. (AdMall)

**FONT** - Design for a set of characters and is the combination of typeface and other qualities, such as size, pitch and spacing.

**FOOTER INFO** - Standard information at the bottom of a page such as page number, copyright info...

**FOR POSITION ONLY (FPO)** - Image used temporarily to give an idea of how the final Photoshop image will look. Often the image quality is not as good as the final placed image.

**FRAMES** - Multiple, independent sections used to create a single web page. Each frame is built as a separate HTML file but with one "master" file to control the placement of each section. (AdMall)

**FREE-STANDING INSERT** - 1) Similar to a blow-in card, but over 6" x 6" in size. Inserted loosely into a magazine. Limited availability. 2) Coupon carrier usually delivered in Sunday edition paper.

**FREQUENCY DISCOUNT** - Rate reduction for a specific number of advertising through current ad sales. (AdMall)

**FUTURE AD DEAL** - Ability to allocate funds for future advertising through current ad sales.

## G

**GET1FREE** - Digest-sized publication distributed in Southern California.

**GATEFOLD** - Four panel fold where the two outside panels fold inward to meet the gutter. **TRIMMED OR FREE-FLOATING GATEFOLD** fold is cut to make it appear as if a single page was inserted into the book.

**GEO-TARGETING** - Distribution (or blocking) of ads to a particular geographic location. (AdMall)

**GHOST** - Lightened image. Usually so much that it is mostly white with the image just barely visible. Generally used for backgrounds or behind text to make it more visible.

**GIF** - Bitmap image format supporting up to 8 bits per pixel. Not suitable for printing.

**GLOW** - Special effect making an image or text appear to be backlit. These can be any color.

**GRADIENT** - Shading of color by steps. Can be linear, radial or in a blend.

**GRAYSCALE** - Image which is made up of black, gray and white. Absence of color.

**GREAT DEALS** - Publication distributed in Kalamazoo and Grand Rapids Michigan.

**GUTTER** - The blank space on the inside page margin. (AdMall)

## H

**HASHTAG** - A method of organizing messages by topic to make them more easily searchable on Twitter. Created by typing "#" in front of the term you want your message to be found by. (AdMall)

**HEADLINE** - Head of copy, usually printed in large, heavy type to emphasize or introduce the advertised product. (AdMall)

**HI FOLIO** - Width of an insert that is smaller than a regular Clipper Magazine. Hi Folio is the front half and is wider to allow the printer to grab it when inserted.

**HIERARCHY** - An arrangement or classification of things according to relative importance.

**HIGH RESOLUTION/HI-RES** - Digital image with a resolution of 300 dpi or more.

**HOLD** - Status noting ad copy cannot be processed due to missing components, unanswered questions or money issues.

**HOME & DÉCOR IDEAS (H&D)** - Drawing on the proven model of Clipper Magazine, Home & Décor Ideas is a specialized direct mail magazine that is limited to home improvement solutions, exterior and interior design and home furnishing products. Published in limited markets.

**HOME PAGE** - The main point of entry to a website or the starting point when a browser first connects to the internet. (AdMall)

**HOUSE2HOME** - Upscale publication distributed in Phoenix, Arizona.

**HUMAN RESOURCES (HR)** - Department that deals with benefits, commission, internal affairs...

**HUMAN RESOURCES INFORMATION SYSTEM (HRIS)** - The reporting system that connects HR to IT. Includes: reporting functions, payroll, permissions, management hierarchy, etc.

**HYPERLINK** - A clickable link, e.g. on a web page or within an email that sends the user to a new URL when activated. (AdMall)

**HYPERTEXT** - Any text that contains links connecting it with other text or files on the internet. (AdMall)

**HYPERTEXT MARKUP LANGUAGE (HTML)** - The coding in plain text that determines what information is retrieved and how a browser delivers it. (AdMall)

## I

**ILLUSTRATOR (AI)** - Vector-based drawing program used to create print quality line-art drawings, such as logos, illustrations and maps. Also has sophisticated tracing and text manipulation capabilities.

**ILLUSTRATOR ACTIONS** - Series of programmed steps that automatically perform frequently used functions to save time.

**IMAGE AD** - Ad with minimal text focusing on a photo to convey its message.

**IMAGE LIBRARIAN (IL)** - Person responsible for reviewing supplied images, finding images for ads or logging images into CAMS.

**IMPRESSIONS** - The number of homes or individuals exposed to an advertisement in whole units. The number is usually expressed in thousands. (AdMall)

**IN-HOUSE CHANGE (IHC)** - Corrections made from the proofreading department before the ad is proofed out to client or rep.

**IN-HOUSE RESEND** - Pages needing to be resent, but have not yet been transferred to the printer. Does not incur additional printer costs.

**INCOMING CALL (ICC)** - When customer calls in to the corporate offices.

**INDESIGN (ID)** - Software from Adobe for publication design and layout.

**INDEX INSERTS** - Small sized insert placed between signatures within a publication. Printed on a thicker, uncoated stock of paper.

**INDICIA** - Markings used on address labels or bulk mail as a substitute for stamps. Found on the back cover of a Clipper Magazine or back of postcard.

**INFORMATION TECHNOLOGY (IT)** - Department that handles all of the computers and telecommunications equipment as well as fields questions and fixes issues regarding all things "tech".

**INFUSED MARKET** - Markets where Valassis is mailing inside the Clipper Magazine product to save on postage costs and increase readership. Also known as an Integrated Market.

**INSERT** - Any product that gets bound or blown into a magazine.

**INSERTION ORDER (IO)** - Contract submitted via the iPad.

**INTEGRATED MARKET** - An acquired company who is in the process, or has completed the process, of switching over to our company procedures. See *Infused Market*.

**ISSUE CODE** - Listing of numbers denoting a book, issue number and year in a predetermined order: Area.Issue Number.Year.

**ISSUE NUMBER** - Each book is printed a specific number of times a year. Each of those books is referenced by number. First issue of the year would be 00000.01.00.

## J

**JOB CODE** - A unique alphabetic and numeric identifier associated with a job.

**JOB JACKET** - A digital/virtual folder in which all the ad's information is digitally stored including images, ad copy, reference ads and any other pertinent materials.

**JPG/JPEG** - Standard type of image file used to compress and store images for transfer over the Internet. Not suitable for printing.

## K

**KANSA** - See *Custom Loose Insert*.

**KERNING** - Letter spacing in a proportional font.

**KEY COMMANDS** - Series of keystrokes that quickly perform a given operation in a program without the need for pull down menus.

**KNOCKOUT (K/O)** - Definition 1: Removal of background colors and images in proofing to make text more legible. Definition 2: An area in which the overlapping color is deleted so the background color shows through. Yellow knocking out of a blue box will appear yellow, if it overprints, it will appear green. Definition 3: An ad that has won accolades on its excellent marketing and design.

## L

**LANDING PAGE** - The advertiser's web page to which a user is directed after clicking on an ad. Usually includes a call to action prompting the user to sign up for a service or purchase a product. Also known as a click through URL or destination URL. (AdMall)

**LAYERED FILE** - Photoshop file containing more than one layer and is alterable. See *PSD*.

**LAYOUT** - Arrangement of elements on a page including images, graphics and type.

**LEADER BOARD** - A standard online ad page of 728 x 90 pixels and located between the masthead (title area at the top of a web page) and page content. (AdMall)

**LEADING** - The space between two lines of type.

**LEGACY MARKET/LEGACY BOOK** - A market or publication that continues to mail independently of the Valassis products.

**LEGAL** - 8.5" x 14" piece of paper.

**LETTER** - 8.5" x 11" piece of paper.

**LF MAG DEAL** - Similar to a Community Co-Op (CCO), but the sale of certificates is limited by mail date, not quantity. The initial funds generated (\$900 for a half page) go towards payment of the ad. Any additional revenue generated will be split between the advertiser (80%) and Clipper Magazine (20%), less the 2.5% credit card processing fee.

**LINK** - A clickable connection between two websites. Formally referred to as a hyperlink. (AdMall)

**LOCAL DATA POSTCARD-CLIPPER (LDP-C)** - Highly visible postcard that accompanies Clipper Magazine, but is separate in the mailbox. Full-color front and back, one per household, per mailing. Only available in non-integrated markets.

**LOCAL DATA POSTCARD-VALASSIS (LDP-V)** - Highly visible postcard that accompanies the SAVE Shared Mail Package, but is separate in the mailbox. Full-color front and back, one per household, per mailing.

**LOCAL DATA POSTCARD-VARIABLE IMAGE (LDP-VI)** - Highly visible postcard that accompanies the SAVE Shared Mail Package, but is separate in the mailbox. Full-color front and back with different image/message/offer versions available on both sides. One per household, per mailing.

**LIVE TRACE** - Illustrator function allowing Photoshop files to be traced and converted into vector paths. See *Auto Trace*.

**LOCAL BOOK/LOCAL MARKET** - Collection of local advertisements mailing to approximately 50,000 households in magazine format.

**LOCAL FLAVOR (LF)** - Version of our magazine in select markets.

**LOCALFLAVOR.COM** - Clipper's website that houses our online advertisers, coupons from the magazines and half off deal certificates. Used to be DoubleTakeOffers.com.

**LOCATION MATCH** - Finding a company's territory in comparison to Clipper Magazine's distribution.

**LOGIN** - The name, password, or other identifying factors.

**LOGO** - Recognizable text or graphic design elements representing an organization or product.

**LOW FOLIO** - Width of an insert that is smaller than a regular Clipper Magazine. Low folio is the back half of the insert and is thinner than the hi folio (front half).

**LOW RATE** - Price charged to an advertiser which is below what is acceptable.

**LOW RESOLUTION / LOW-RES** - A digital image under 300 dpi. Images have a fixed resolution and cannot be resized without losing image quality.

## M

**MAGAZINE SUPPLEMENT** - A pre-printed tabloid or magazine-size supplement distributed in newspapers, usually in Saturday or Sunday editions. (AdMall)

**MAKE GOOD (MG)** - Financial incentive, from a discount to a free ad, given to a client to run again because their ad failed to produce a desired result or because it had an error.

**MARKET MAGAZINE** - Publication distributed in Akron, Canton, Cleveland, and Youngstown, Ohio.

**MARKET SUPPORT ASSISTANT (MSA)** - A support position designed to help Sales Representatives with their marketing and sales tools/processes. An MSA works in Market Support Services and is assigned to various reps and markets.

**MARKET SUPPORT SERVICES (MS)** - The internal department that distributes all of Clipper's marketing and sales materials.

**MARKETING DESIGN** - Creating an ad to promote a client effectively by focusing on what they sell.

**MASS MAILING** - A mailing sent to reps the last Wednesday of every month.

**MASTER** - Electronic dummy book in which ads are placed then sent to the printer.

**MASTHEAD** - Name of the publication placed on the front cover of a magazine such as Clipper Magazine, Local Flavor, Mint Magazine, etc.

**MEDIA KIT** - Promotional materials such as maps, rates, flyers, letters and Clipper Magazines used for announcing and circulating information about a mailing area/region or product.

**MEGA LOCAL BOOK** - Collection of local advertisements distributed to approximately 100,000 - 150,000 households.

**METROPOLITAN AREAS (MA)** - This official population measurement is maintained by the US Census Bureau and indicates cities or urbanized areas of 50,000 or more residents and includes MSA, CMSA, and PMSA's. (AdMall)

**METROPOLITAN STATISTICAL AREAS (MSA)** - Each metropolitan statistical area must have at least one urbanized area of 50,000 (75,000 in New England) or more inhabitants. Each micropolitan statistical area must have at least one urban cluster of at least 10,000 but less than 50,000 population. (AdMall)

**MINT MAGAZINE** - Publication distributed in Tennessee and Florida. Raleigh, NC is also a MINT publication, but it carries the Clipper masthead.

**MODEL RELEASE** - Legal form stating that the person in a photo has given their permission to be used in an advertisement.

**MODERATOR** - Someone who manages an online group or forum by creating and enforcing rules, creating topics for discussion, organizing topic threads, and keeping users on topic. (AdMall)

**MOUSEOVER** - The process by which a user placed his/her mouse over a media object, without clicking. The mouse may need to remain still for a specified amount of time to initiate some actions. (AdMall)

**MP3** - Code most commonly used for digital music online. Generic term for any digital music file, regardless of codec used to create or play it. (AdMall)

**MPEG** - The file format that is used to compress and transmit movies or video clips online. (AdMall)

**MULTIMEDIA MESSAGING SERVICE (MMS)** - text message containing a file such as a picture, video, emoji or website link.

**MULTIMEDIA SOLUTIONS REPRESENTATIVE** - Account Executive/Sales Representative.

**MY SAMPLES** - Feature on CMAG allowing you to be set up to receive specific quantities of books directly from the printer or Clipper.

## N

**NATIONAL SALES (NS)** - Department responsible for our corporate buys.

**NATIONAL SALES TRAINING CONFERENCE (NSTC)** - An annual sales training conference that includes all Valassis companies.

**NATIONAL TEMPLATE ART** - Ad templates or artwork provided to the National Department by corporate parents of clients. Generally, it is a specific layout that franchisees need to follow when advertising.

**NEW ADVERTISER** - Client who has not advertised with us before or who has not advertised with us in over a year.

**NO SHOW** - When ads are warned, etc., they do not show on allocation until they are resolved.

## O

**OFF-PAGE PRODUCTS (OPP)** - Products that print separately from the magazine, but share the postage with the magazine. They consist of 2 main product types - postcards and inserts.

**ON-DEMAND** - The ability to request video, audio, or information to be sent to the screen immediately by clicking something on the screen referring to that choice. (AdMall)

**ONLINE COUPON** - Coupons available on the internet at LocalFlavor.com.

**ONLINE ONLY (OLO)** - Identifies a deal that is available on the Local Flavor website only. Clients do not receive a physical ad in the magazine.

**ONLINE ONLY DEALS** - Deals that lead consumers to a website where they are able to purchase a certificate in the amount of 50%-90%.

**OPACITY** - Degree to which an image is transparent, allowing images behind to visually show through.

**OPEN FACE** - Font which has areas within the strokes of the letters appearing to be holes.

**OPEN RATE** - Rate to an advertiser for the one-time placement of an ad. (AdMall)

**OPEN SOURCE** - A software program in which the source code is available to the general public for use and/or modification from its original design free of charge. Typically a collaborative effort in which programmers improve upon the code and share the changes within the community of developers. (AdMall)

**OPENTYPE** - Electronic font format. Other formats include TrueType, Raster, Vector.

**OPT-IN** - Refers to an individual giving a company permission to use data collected from or about the individual for a particular reason, such as to market the company's products and services. (AdMall)

**OPT-IN EMAIL** - Lists of internet users who have voluntarily signed up to receive commercial email about topics of interest. (AdMall)

**OPT-OUT** - When a company plans to market its products and services to an individual unless the individual asks to be removed from the company's mailing list. (AdMall)

**ORDER ADMINISTRATOR** - Oversees all contract submissions and insertion orders to verify if completed correctly.

**ORDER ENTRY** - App used to write digital contracts and instantly submit them to the corporate office.

**OVERPRINT** - Printing over an area that has already been printed.

## P

**PAGE COUNT** - Amount of pages in a book. This must be in increments of 4.

**PAGE CURL** - An effect, usually done on a front cover, making the corner of a page appear to be peeling in with an illusion of seeing the next page. This space is used as a promotional area.

**PAGINATION** - Placement of ads on a page. The printer then places these pages on a signature creating a finished book.

**PAID LISTINGS** - Text links appear at the top or side of search results for specific keywords. The more a market pays, the higher the position it gets. Marketers only pay when a user clicks on the text link. (AdMall)

**PANTONE MATCHING SYSTEM (PMS)** - Most widely used system for specifying and blending match colors. Clipper does not print Pantone colors, but instead converts them to CMYK even though they do not always match the original swatch exactly.

**PAPERLESS WORKFLOW** - Electronic submission of information without the need for a paper printout. Currently, there is a system in place for almost everything produced in-house to be done without printing - from submission and creation to sending of ads. This saves costs in paper, ink and allows for easy tracking.

**PAY PER CLICK (PPC)** - An internet advertising model used to direct traffic to websites, in which advertisers pay the website owner when the ad is clicked.

**PENDING** - Status for holding a place in a book for an existing advertiser by listing it on allocation without a completed contract. A new advertiser cannot have a pending status due to not having an account #.

**PER PAGE AVERAGE (PPA)** - Average rate of a book figured out by taking the sum of all ads sold into it and dividing it by the amount of printed pages.

**PERMISSION MARKETING** - When an individual has given a company permission to market its products and services to the individual. (AdMall)

**PERSONNEL ID** - Individualized 4-digit + 2-initial combination (ex: 1234JS) given to all Clipper employees. Is used as their employee number, reference and voicemail number.

**PHOTOSHOP (PS)** - The graphic industry's standard photographic image manipulation program.

**PHOTOSHOP DOCUMENT (PSD)** - File extension for a native, layered Adobe Photoshop image. The layers enable an illustration to be built with individual graphic elements that can be moved over and over to obtain a desired result. See *Layered File*.

**PHOTO CREDIT** - Verbiage placed next to an image to denote who took the photograph or who holds the copyright to it.

**PICA** - Industry standard for measuring within InDesign, Illustrator and Photoshop.



**PICK UP (P/U)** - To use/reference an ad that has previously run.

**PILOT MARKETS** - The 6 markets that we initially started the Clipper/Valassis shared mail in. These include: Portland, OR; New Orleans, LA; Charlotte, NC; Milwaukee, WI; Rochester, NY; Columbia, SC. (AdMall)

**PITSTOP** - Industry standard for PDF preflight, editing and auto-correction. Used by Prep to check files before sending them to the printer.

**PIXEL** - Smallest piece of information in an image, often represented using dots or squares. Each pixel is a sample of an original image, where more samples or dots typically provide a more accurate representation of the original. The more pixels per inch, the higher the resolution of an image.

**PIXELATED** - Image file that looks bad because it does not have enough pixels per inch. It appears to have visible square or saw-toothed edges on smooth parts, or smooth color areas having unusual blocky and splotchy color.

**PLACED AD** - Approved ad in a set that is ready to go to the printer.

**PLATES OR MATS** - Reproduction material used in letterpress printing. (AdMall)

**PLATFORM** - The specific framework or software system within which tools work. (AdMall)

**PODCAST** - A digital recording of an audio or video program distributed on the internet to be watched online or downloaded to a personal audio/video device. (AdMall)

**POINT** - Linear measure equal to 1/72 of an inch. (AdMall)

**POINT SIZE** - Standard industry measurement for the size of text.

**PORTABLE DOCUMENT FILE (PDF)** - Cross-platform file format designed to preserve the integrity of a document, regardless of the software that was used to create it.

**PORTABLE NETWORK GRAPHIC (PNG)** - Type of image file used to compress and store images for transfer over the Internet. Not suitable for printing.

**POSITION** - The part of the magazine page where the ad appears.

**POST** - A blog entry or a bulletin board/forum message. (AdMall)

**POST CLICK ACTIVITY** - Tracking and measuring what users do after clicking on an ad, such as completing a transaction. (AdMall)

**POSTSCRIPT FILE** - Computer language producing high quality page content in a standard format that is compatible with multiple devices. The language includes text, images and line art. Creating a PostScript file is one in a series of steps performed by Prep when sending sets to the printer.

**PRE-MEDIA PHOTOSHOP SPECIALIST** - Individual responsible for handling the manipulation of all images and preparing files to be sent to the printer. They also check files and send them to the printer.

**PRE-MEDIA SUPPLIED FILES** - Department dealing with ads or portions of ads sent electronically.

**PREMIUM POSITION** - Placement of an ad in a magazine where consumers will look first, such as front/back cover, inside front/back cover and pages 3, 5 & 7. These positions should be viewed as being worth more than a regular page.

**PREP NOTE** - Electronic way to communicate to Prep how to manipulate an image.

**PREP PRIORITIES** - List showing which books are printing on a given week, the team they belong to and the printer where they are being sent.

**PREP WEEK** - Last 5 working days prior to and including the day that all pages for a book need to be at the printer.

**PREP WORK** - Process of scanning, manipulating or merging images by a Prep artist.

**PRESTIGIOUS LIVING** - Upscale publication distributed in certain areas.

**PRIMARY SALES REP** - Sales person responsible for overseeing the sales in a given publication.

**PRIOR APPROVAL** - A requirement in some plans that ads be approved by the manufacturer's co-op department before publication. (AdMall)

**PRIVACY POLICY** - A statement about what information is being collected; how the information being collected is being used; how an individual can access his/her own data collected; how the individual can opt-out; and what security measures are being taken by the parties collecting the data. (AdMall)

**PRIVATE CARRIER DELIVERY (PCD)** - One of the ways the SAVE package is delivered in certain areas. Effects several Clipper areas in South Florida.

**PRODUCTION SERVER** - Server where all electronic ad files for publications are saved.

**PROFILING** - The practice of tracking information about consumers' interests by monitoring their movements online. This can be done without using any personal information, by simply by analyzing the content, URLs and other information about a user's browsing path/click-stream. (AdMall)

**PROOF** - Document showing an advertiser how his/her ad will appear in the magazine. Includes proofheader and contact information.

**PROOF OF PERFORMANCE** - Proof that the retailer has followed the co-op plan requirements and is eligible for reimbursement. Typically a tear sheet. (AdMall)

**PROOF OUT** - Status signifying that a proof has been sent to the client or rep.

**PROOF TRAIL** - Documentation of an ad for a specific advertiser including ad copy and the series of proofs & reproofs created. Used for reference.

**PROOFHEADER** - Portion of a proof giving information about the client, where and when the ad is printing plus internal/office use information.

**PROPERTY RELEASE** - Legal form stating that the person whose property is in a photo agrees to allow it to be shown in an advertisement.

**PROPRIETARY** - Software or a platform that is owned by a company or an individual developer, unlike open source. (AdMall)

**PROSPECT BOOK** - Printed piece separated into general advertiser categories which do well in Clipper. Has space in it available for reps to fill in potential client information. Also available in an online form.

**PROTOCOL** - A uniform set of rules that enables two devices to connect and transmit data to one another. Protocols determine how data is transmitted between computing devices and over networks. Internet protocols include TCP/IP (Transfer Control Protocol/Internet Protocol), HTTP (Hypertext Transfer Protocol), FTP (File Transfer Protocol), and SMTP (Simple Mail Transfer Protocol). (AdMall)

**PROXY SERVERS** - Intermediaries between end users and websites such as ISPs, commercial online services and corporate networks. (AdMall)

**PSYCHOGRAPHICS** - Audience analysis on the basis of psychological factors such as lifestyles, values and interests and how they affect purchase behavior. (AdMall)

**PUBLICATION** - Any printed product produced by Clipper: local book, index insert, regional supplement, regional market... Referenced by number or name.

**PULLED** - Stopping the production process of an ad or page because of money or technical issues.

## Q

**QUALITATIVE RESEARCH** - Information about markets and viewers that focus on attitudes, behaviors and demographic composition. (AdMall)

**QUARANTINED IMAGE** - Image which is not allowed to be printed until certain requirements are met, such as obtaining a signed model or property release.

**QUERY** - A request for information, usually to a search engine. (AdMall)

## R

**RASTER** - Bitmap image made out of pixels. Typically photos, but can also be illustrations that have been turned from vectors into pixels.

**RATE CARD** - The list of advertising prices and products and packages offered by a media company. (AdMall)

**RATE-BASED ACCRUAL** - A method of determining accrual based on the prevailing media rate. For instance, a plan might allow 100 inches of advertising at the local earned rate. That amount of money would be available for any media. (AdMall)

**RAW** - File format of images taken by higher end digital SLR cameras. Requires software to decode and open the image. Can yield higher quality colors than standard digital cameras. See *Camera Raw*.

**REACH MAGAZINE** - Publication distributed in Cincinnati and Dayton, Ohio.

**REDESIGN** - When a completed ad is sent back to a designer to recreate with a different look.

**REFERRAL LINK** - The referring page or referral link is a place from which the user clicked to get to the current page. (AdMall)

**REGIONAL MARKET (RM)** - Grouping of local markets allowing an advertiser to purchase a distribution greater than a local market. Distribution is usually smaller than a regional supplement.

**REGIONAL SUPPLEMENT (RS)** - Grouping of local markets allowing an advertiser to purchase a distribution greater than a local market. Usually inserts inside a local book, but can also self-mail. See *Regional Market*.

**REGISTRATION** - A process for online site visitors to enter information about themselves. Sites use registration data to enable or enhance targeting of content and ads. (AdMall)

**REIMBURSEMENT** - The amount a retailer receives from his manufacturer's accrual fund to subsidize his advertising costs. Usually this is in the form of a check, but it may also take the form of additional merchandise or a credit memo. (AdMall)

**REPEAT VISITOR** - Unique visitor who has accessed a website more than once over a specific time period. (AdMall)

**REPROOF** - Status noting a proof has been sent out for additional review.

**RESEND** - To resupply a page to the printer due to an error. Option to resend is not always available. Also, can be very costly and problematic.

**RESOLUTION** - Level of printout quality and detail reproduction measured by the amount of pixels an image contains in height and width.

**RESPONSE** - How much return a client received from an advertisement.

**RETAIL TRADING ZONE** - The area beyond and including the city zone from which retailers draw sufficient customer to warrant advertising expenditures to reach them. (AdMall)

**RETURN ON INVESTMENT (ROI)** - A ratio that measures success. (AdMall)

**RETURN VISITS** - The average number of times a user returns to a site over a specific time period. (AdMall)

**REVERSE GHOST** - Generic term for when an image is darkened, sometimes to the point that it is mostly black with the image just barely visible. Used for backgrounds or behind lightly colored text.

**RGB** - Red, Green, Blue. The primary colors used to simulate natural color on computer monitors and television sets. Not to be confused with Cyan, Magenta and Yellow, the primary pigments.

## S

**SALES MANAGER** - A manager responsible for controlling a number of sales people within a given geographical territory.

**SALESFORCE (SF)** - Contact management system to help manage prospects, sales activity, goals and communicate with your team members.

**SAMPLE AD** - Selection of ads for the sales force to be used as a selling tool to show clients advertising ideas. Used in the art room as design reference. Also known as Ad Samples, Swipes and Tear Sheets.

**SAVE** - Wrap that delivers deals on things our customers need and want in their everyday life. Delivered via mail or PCD depending on market.

**SCANBOARD** - Letters assigned to scanning stations in the Prep department.

**SCRIPT** - InDesign tool for performing a sequence of programmed tasks. Set up to automatically perform functions and tech checks that would otherwise have to be done manually.

**SEARCH ENGINE** - An application that helps web users find information on the internet. The method for finding this information is usually done by maintaining an index of web resources that can be queried for the keywords or concepts entered by the user. (AdMall)

**SEARCH ENGINE MARKETING (SEM)** - Form of internet marketing that involves the promotion of websites by increasing their visibility in search engine result pages through optimization and advertising.

**SEARCH ENGINE OPTIMIZATION (SEO)** - The process of affecting the visibility of a website in a search engine's organic search results.

**SEARCH ENGINE RESULTS PAGE (SERP)** - The listing of web pages returned by a search engine in response to a keyword query. (AdMall)

**SENDING** - Getting ads ready then placing them into a file to be sent to the printer.

**SELL THRU** - The movement of products from manufacturer to seller to consumer to achieve re-orders and profits. (AdMall)

**SERVER** - Remote storage device used to house all files needing to be accessed by multiple users on a network.

**SET** - Page or group of pages of approved ads from a single book that are ready to be sent to the printer.

**SET SHEET** - Page showing what ads are in a set.

**SHAREPOINT** - A browser-based collaboration and document management platform.

**SHORT MESSAGE SERVICE (SMS)** - Standard for sending and receiving short (160 character) text messages via mobile phones. (AdMall)

**SIGNATURE** - Large sheet printed with four or a multiple of four pages that when folded becomes a section of a book.

**SILHOUETTE/SILO** - Cutting out an image from its background using a clipping path.

**SITE OPTIMIZATION** - Modifies a site to make it easier for search engines to automatically index the site and hopefully result in better placement results. (AdMall)

**SKYSCRAPER** - A tall, thin online ad format that runs down the side of a web page, usually 120 x 600 pixels. (AdMall)

**SMALL MEDIUM BUSINESS (SMB)** - Companies whose personnel numbers fall below certain limits.

**SNIPES** - Band at the top of a front cover promoting advertisers inside the book.

**SNIPPET** - Definition 1: A small piece. The art team uses snippets for Mastheads and deal ribbons. Definition 2: Section of HTML code that is placed on a merchant's Facebook page, allowing consumers to sign up for their Fan Club.

**SOCIAL MARKETING** - Marketing tactic that taps into the growth of social networks, encouraging users to adopt and pass along widgets or other content modules created by a brand, or to add a brand to the user's social circle of fiends. (AdMall)

**SOCIAL MEDIA** - Tools and platforms to produce, publish and share online content and to interact with others. Social media tools include blogs, podcasts, videos, microblogs and more. (AdMall)

**SOCIAL NETWORK** - An online destination that gives users a chance to connect with one or more groups of friends, facilitating sharing of content, news and information among them. Examples include Facebook and LinkedIn. (AdMall)

**SOFT EDGES** - Image that does not have a definite border around it and softens or shades off gradually into the surrounding areas. See *Feather* or *Vignette*.

**SOLO DIRECT MAIL (SDM)** - Postcard that can be mailed directly to specific households and is not constrained to our SAVE Direct Mail or Clipper Magazine footprint.

**SPAM** - Term describing unsolicited commercial email. (AdMall)

**SPAM COMPLIANT** - Operating parameters used by companies sending out emails to avoid any legal ramifications. This includes, but is not limited to: requiring a physical and non-misleading mailing address listed on the email, no other visible recipients in the "To" field, written consent allowing the email to be received by the recipient(s) and an opt-out option.

**SPAM FILTER** - Software built into email gateways as well as email client applications designed to identify and remove unsolicited commercial messages from incoming email before the end user sees them. (AdMall)

**SPEC AD** - Ad created to help a sales rep sell to a prospective client.

**SPECIAL EFFECT** - Manipulating an image to enhance its look using shadow, bevel, transparency, glow, vignette (feather), bevel and emboss or silhouette.

**SPECIAL SECTION** - Group of pages in a magazine which are separated and given a heading to denote what type of businesses are on those pages.

**SPLASH PAGE** - A preliminary page that precedes the user-requested page of a web site that usually promotes a particular site feature or provides advertising. A splash page is timed to move on to the requested page after a short period of time or a click. Also known as an interstitial. (AdMall)

**SPLIT BILLING** - Individual billing of retailers in multiple listing advertisements. (AdMall)

**SPLIT ZONE** - See *Zone*.

**SPREAD** - Definition 1: Two pages that are side by side when you open a book. Definition 2: Ad which spans multiple pages.

**STARTED AD** - Ad which was started by one designer but could not be completed before their shift ended. These ads are sometimes handed off to another designer to complete.

**STATUS** - Listing on allocation that denotes the production stage of an ad.

**STATUS UPDATE** - A short description of what a user is currently doing. (AdMall)

**STET** - In proofreading, signifies do not change.

**STICKINESS** - A measure used to gauge the effectiveness of a website in maintaining an individual user's attention (usually measured by duration of visit). (AdMall)

**STREAMING** - Technology that permits continuous audio and video delivery to a computer from a remote web site. (AdMall)

**SUBTEAM** - Each ASC is assigned a letter which appears after their team number. This designates specific books or sales reps.

**SUPPLEMENT** - Publication of ads from a local region that is inserted into local books. (see Regional Supplement/Regional Market)

**SUPPLY REQUEST** - Interactive form listing all supplies/forms needed to sell on a day to day basis. See *What I Need*.

**SURFING** - Exploring the Internet.

**SWIPES** - See *Sample Ad*.

**SYNCHRONUS** - Communications between users which are independent of place but occur at the same time such as a chat session or webinar. (AdMall)

## T

**TABLOID** - 11" x 17" piece of paper.

**TAG** - Keywords attached to content items, allowing them to be found easily through searches. (AdMall)

**TAGGED IMAGE FILE FORMAT (TIFF)** - Bitmap file format for storing line art.

**TARGET AUDIENCE** - The audience most desired by advertisers in terms of potential product/service usage and revenue potential. (AdMall)

**TARGETING** - The means by which an advertiser reaches an intended audience, usually defined in terms of specific demographics (age, sex, income) product purchase behavior, product usage or media usage. (AdMall)

**TEAM E** - Specialized team of individuals who handle off-page and specialty products. Separate from the Regional and Design Teams, they are comprised of a Team Lead, Creative Specialist, Designers and ASCs.

**TEAM LEADER** - One is assigned to manage each team on the production floor. Previously known as Production Operations Managers (POMs).

**TEAMS** - Microsoft Teams is a persistent chat-based collaboration platform complete with document sharing, online meetings, and many more extremely useful features for business communications.

**TEAR SHEETS** - See *Sample Ad*.

**TECHNICALS** - Series of items needing to be done correctly on an electronic file so it meets printer requirements and will print correctly.

**TELECONFERENCE** - Online meetings of multiple participants over a network connection using instant messaging (IM), web cameras, Voice Over IP (VOIP) or similar technology. (AdMall)

**TERMS OF SERVICE** - The written rules of a public or commercial online website or service. Usually entails legal agreements required of users before they may access and/or post in an online interaction space. (AdMall)

**TEXT MESSAGING** - Text messaging, or texting, is the common term for the sending of "short" (160 character or fewer) text messages, using the Short Message Service, from mobile phones. (AdMall)

**THREAD** - A series of posts on a single topic or theme which constitutes a related strand of conversation. (AdMall)

**TITLE** - See *Publication*.

**TOTAL LOYALTY SOLUTIONS (TLS)** - Digital solutions programs that harness the power of web, mobile and social marketing to build Fan Clubs. TLS offers email programs and online ordering to merchants to reach their consumers on a regular basis.

**TRACKING** - Process of uniformly increasing or decreasing the space between all letters in a block of text.

**TRAFFIC** - The number of visits and/or visitors who come to a website. (AdMall)

**TRANSPARENCY** - Special effect allowing light to pass through so that images and graphics behind it can be distinctly seen.

**TRUMATCH** - Color matching system which is based solely on color attributes attainable from CMYK printing as opposed to spot ink colors.

**TURBO COPY (TC)** - Electronic ad copy submission form for inserts only.

**TYPOGRAPHY** - Process of setting and arranging types and printing from them.

## U

**UPSCALE** - A clean, high-end looking ad relating to the more expensive or affluent sector of a market. Generally, a dining establishment or clothing store.

## V

**VECTOR** - Scalable objects that are constrained by mathematical equations, not by pixels. They can be scaled up or down infinitely, never losing quality or becoming pixillated. Adobe Illustrator files are vector graphics.

**VENDOR** - A term applied to the manufacturer, particularly when there exists a direct retailer/manufacturer relationship. (AdMall)

**VIBRATING COLORS** - Contrasting colors of the same value placed side by side causing an apparent jump between them. The color combination is usually bothersome to the eyes and difficult to read.

**VIGNETTE** - Image that does not have a definite border around it and softens or shades off gradually into the surrounding areas. See *Feather* or *Soft Edges*.

**VIRAL MARKETING** - Advertising and/or marketing techniques that "spread" like a virus by getting passed on from consumer to consumer and market to market. (AdMall)

**VISIT** - The number of distinct visits to a website within a specified time period. (AdMall)

**VISIT DURATION** - The length of time the visitor is exposed to a specific ad, web page or website during a single session. (AdMall)

**VISITOR** - Individual or browser which accesses a website within a specific time period. (AdMall)

**VISUAL SWIPE FILE** - Search engine found on CMAG used to locate specific ads or categories for sampling needs during sales calls. Can also be used by designers for ad creation ideas.

**VOICE OVER IP (VOIP)** - A category of hardware and software that uses the internet as the transmission medium for telephone calls. (AdMall)

## W

**WARM COLORS** - The yellows, oranges and reds of the color spectrum, associated with fire, heat, sun, and warmer temperatures. Also considered vibrant. Warm colors convey excitement, pain, heat, cozy feelings and warmth.

**WATERMARK** - Translucent logo on an image used to indicate an image was downloaded illegally. To remove the watermark, the image needs to be purchased. Clipper uses watermarks on our online images to ensure that clients do not make copies for use elsewhere. Original images, without watermarks, are only accessible by production.

**WEB 2.0** - A term used to describe an overall approach to software development and inter-based services that emphasizes collaboration and sharing, rather than the less interactive publishing format of Web 1.0. (AdMall)

**WEB PRESS** - Press that prints from rolls of paper, usually cutting it into sheets after printing. Clipper Magazines are printed on this style of press.

**WEBCASTING** - Real-time or pre-recorded delivery of a live event's audio, video, or animation over the internet. (AdMall)

**WEBSITE** - The virtual location (domain) for an organization's or individual's presence on the World Wide Web. (AdMall)

**WEEKLY PRIORITY SHEET** - Document each team uses to show books they have on deadline. It includes in-home date, book name, book number, ASC, expiration date, page count, issue date, edition name, masthead and other information.

**WHAT I NEED** - Interactive form listing all supplies/forms needed to sell on a day to day basis. See *Supply Request*.

**WI-FI** - Any of a family of wireless LAN data standards (IEEE 802.11) used fairly ubiquitously for corporate and home connectivity. Also available as hotspots in public areas such as cafes and airport terminals, either for free or for a one-time use charge or subscription fee. (AdMall)

**WIDE AREA NETWORK (WAN)** - Connectivity between a number of computers not located at the same physical location. (AdMall)

**WIDGET** - Buttons placed on the merchant's website that allow consumers to access the merchant's Loyalty app features (menus, amenities, etc.)

**WIKI** - A platform designed to allow multiple users to collaboratively create and edit content using any web browser. Allows for the organization of contributions and provides a reversible audit trail of edits and changes by each user. (AdMall)

**WIRELESS APPLICATION PROTOCOL (WAP)** - A specification for a set of communication protocols to standardize the way that wireless devices, such as cellular mobile telephones, PDAs and others access and browse internet-based content. (AdMall)

**WORKLIST** - Allocation listing on ESP that can be updated by internal staff.

**WRITE-OFF** - When an account is being considered or in the process of having the balance credited for any reason. (OOB, Bad Debt credit, billing errors, art error, etc.)

## Y

**YIELD** - The percentage of clicks vs. impressions on an ad within a specific page. Also called ad click rate. (AdMall)

## Z

**ZONE** - A portion of a book's distribution area sold as a partial mailing. Can be the inside or outside pages of a magazine.

## VALASSIS

**ADVERTISING DATA SCAN (ADS)** - A newspaper advertising tracking service. (VALASSIS)

**ALLIANCE FOR AUDITED MEDIA (ABC)** - Previously known as the Audit Bureau of Circulations. (VALASSIS)

**AMERICAN BUSINESS INFORMATION (ABI)** - A list service company. (VALASSIS)

## C

**COMPETITIVE MEDIA REPORTS (CMR)** - Original name for the reports now known as the Ad Expenditures Report. (VALASSIS)

## E

**EXECUTIVE INFORMATION FACILITY (EIF)** - Our database of revenue and volume information. (VALASSIS)

## G

**GFK MRI (MRI)** - A source for consumer demographic information for products, services and media. (VALASSIS)

## N

**NATIONAL RESOURCE CENTER (NRC)** - Now known as the Valassis Targeting Centers. (VALASSIS)

**NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS)** - Has replaced the US Standard Industrial Classification. (VALASSIS)

## S

**SYMPHONY IRI GROUP (IRI)** - A source for grocery market share based on scanner data. (VALASSIS)

## V

**VALASSIS RELATIONSHIP MARKETING SYSTEMS (VRMS)** - A division of Valassis. The premier developer of customer database products for high-transaction volume retailers, including grocery, drug, convenience, mass, telecom and clubs. (VALASSIS)