

MEDIA VOCABULARY AND MATH FORMULAS

Vocabulary

Universe (Population) - The total group of persons in a specific geographic area that share a common, mutually exclusive characteristic

Impression - One opportunity for an individual to see an advertisement. There is no guarantee a viewer, reader or listener is exposed to the advertisement

Exposure - Occurs when a person consumes an ad.
Note: When “exposure” is used as a synonym for impression, think “exposure to the medium” and not “exposure to the advertisement”

Reach - A count of persons with at least one impression. The number of impressions received is irrelevant to reach; each person is only counted one time

Rating - The portion of a demographic universe that is exposed to a specific media vehicle expresses as a percentage of that universe

Share - Indicates the portion of the available television (or radio) audience that is viewing a particular television program (or radio station)

Gross Rating Points (GRPs) and Target Rating Points (TRPs) - GRPs refer impressions of *households* are counted with duplication and TRPs refer to GRPs for a *specific demographic*

Average Frequency - Used to describe the average number of times a reached individual was exposed to a campaign (*Remember- exposure to the medium NOT an advertisement)

Cost Per Thousand (CPM) - The cost of delivering 1000 gross impressions

Cost Per Point (CPP) - The cost of one gross rating point

(00) - Indicates numbers are in the hundreds. Usually used with radio audiences and universes

(000) - Indicates numbers are in thousands

Formulas



Reach

$$\frac{\# \text{ of people reached}}{\# \text{ of people in universe}} \times 100$$



Rating

$$\frac{\text{impressions (000)}}{\text{universe (000)}} \times 100$$

or

$$\frac{\# \text{ of people exposed to a vehicle}}{\# \text{ of people in universe}} \times 100$$



Share

$$\frac{\text{rating}}{\text{number of people in the universe using a medium during a particular time period}} \times 100$$



GRPs

$$\frac{\text{gross impressions}}{\text{universe}} \times 100$$

or

$$\text{reach} \times \text{average frequency}$$



Average Frequency

$$\frac{\text{gross impressions}}{\text{persons reached}}$$

or

$$\frac{\text{GRPs}}{\text{reach}}$$



CPM

$$\frac{\text{total cost (in dollars)}}{\text{total gross impressions}} \times 1000$$



CPP

$$\frac{\text{total cost (in dollars)}}{\text{total GRPs}}$$