

OOH GLOSSARY



Can't tell your 'OOH' from your 'options'? No idea what 'GRP' stands for? Lost when it comes to the 'in-charge'? You're in the right place.

Primesight's OOH glossary is here to help you de-jargon the world of outdoor advertising (you know, billboards) and get you well on your way to booking your first 'campaign'. Whatever that means.

For more help visit our website: primesight.co.uk.

6 sheet standard portrait poster size. Most common format in the UK, commonly seen on bus shelters and roadside.

48 sheet standard billboard size. Landscape.

96 sheet standard billboard size. Twice the length of a 48 sheet and the largest of the standard landscape formats.

24 houring a request whereby another advertiser can issue a period of 24 hours' notice for the advertiser holding the option to either book or drop the held inventory. The advertiser issuing the '24 Hour' is required to have a PO (purchase order) and is under obligation to book the space if the original advertiser drops the option accordingly.

augmented reality (AR) a type of virtual reality that aims to duplicate and enhance the world's environment on a computer or mobile screen. Made famous by the game Pokémon Go.

awareness the recalled recognition of an OOH advertising message by an individual or audience. Ad awareness is influenced by creative copy and the consumer's relationship with the product or category.

billboard large format advertising displays intended for viewing from extended distances, generally more than 50 feet. Billboard displays include, but are not limited to: bulletins, junior posters, posters, and spectaculars.

buying flexibility traditional OOH media normally has fixed two-week periods where advertising can be booked in specified packs. Buying flexibility identifies ways the sales company allows the media to be bought, for example by time of day.

campaign an organised course of action to promote a product or service.

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cover the percentage of the population within any geographic area that can be reached by the OOH campaign.

cost per thousand (CPM) the cost of delivering 1,000 impressions from individuals who notice the advertising on displays in a market.

despatch cost a net cost that will be added to a traditional poster schedule. This cost accounts for the collation and despatch of the poster campaign once printed and delivered to the distributing/despatch house.

digital billboard billboards that can change advertising content using digital technology. Multiple advertising messages are presented in rotation every few seconds. Nearly always large format LED billboards. If they are roadside, they tend not to be animated.

digital billboard plus (DB+) the same as a digital billboard with the added benefit of allowing for full motion creative copy.

digital OOH media any OOH display that can change its advertising content using digital technology.

digital place-based media OOH screens that change advertising content using digital technology (and excluding digital billboards). Digital place-based media can include static messages or full motion video with an audio track.

DP dynamic poster. An electronic poster, normally in portrait format, able to display full motion video. Primarily located where people are on the move.

dwell time the interval of time when a consumer is in close proximity to an OOH ad.

dynamic the process of building responsive creative to deliver contextually relevant messages driven by the smart use of data across DOOH.

effective reach the number of persons within the target audience exposed to the advertising schedule an average of three or more times.

face the surface area on an OOH unit where advertising copy is displayed. A structure may have more than one face.

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frequency the average number of times an individual notices an OOH advertising message during a defined period of time. Frequency in OOH advertising is typically measured over a four-week period, but can be reported for any campaign length.

geo-fencing is a technology that allows an advertiser to select a geographic point using latitude and longitude information and then to create a radius, or virtual “fence” around that point to deliver a digital communication to a particular audience.

gesture recognition is an interactive technology allowing users to interact with content on screen using natural body movements such as pointing and waving.

gross 2-week period the total number of people expected to pass the panel or network of panels in an average two-week period.

GRPs gross rating point. The total number of impressions delivered by an OOH campaign expressed as a percentage of a target audience.

high definition (HD) provides a resolution that is substantially higher than that of a standard screen.

impacts a non-unique measure of the total number of times the OOH ad is seen.

impressions the average number of persons who are likely to notice an ad on an OOH display. Gross impressions are those delivered against a demographic audience for an advertising schedule.

in-charge and out-charge period during which an OOH campaign will be displayed. Also denotes the start and end date of a booked campaign.

inspection cost a net cost that can be added to the OOH schedule accounting for an independent inspection of the campaign.

LCD liquid crystal display. Screens capable of displaying high quality images with sufficient brightness even in areas with quite high levels of ambient light.

LED light emitting diode. In the digital OOH context the only technology currently capable of displaying high intensity images in direct daylight.

landscape a digital screen in horizontal orientation.

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loop many networks run content that repeats itself at regular intervals. This is commonly called the loop length. Editorial content may change per loop, but ads will remain the same.

multi-sensory experience sensory branding is a type of advertising that appeals to all the senses in relation to the brand. Alongside images, OOH campaigns have incorporated sound, touch, taste and even smell to appeal to audiences

multi-touch touch sensitive surface able to recognise the presence of two or more points of contact on the same screen.

options are designed to allow a client time to raise a PO. Options are an intention to book the space within the selected period. An option can be placed any time throughout a week and will always drop off at noon on Friday unless otherwise stated.

out of home media (OOH) all media formats specifically intended to reach consumers outside the home.

period the duration of your campaign, traditionally two weeks.

portrait a digital screen in vertical orientation.

primary audience the predominant audience to the format. Many networks attract different audiences depending on day, and time of day or are applicable to a number of niche audiences.

polyethylene (PE) is a widely used thermoplastic polymer consisting of long chains of monomer ethylene. It is used to make single sheet posters or other billboard substrates and is recyclable.

polypropylene (PP) polypropylene is a widely used thermoplastic polymer with an intermediate level of crystallinity between that of low-density and high-density polyethylene. It is used to make single sheet posters or other billboard substrates and is recyclable.

polyvinyl chloride (PVC) is a thermoplastic polymer constructed of repeating vinyl groups or ethenyls having one of their hydrogens replaced with a chloride group. The vinyl is commonly used as an advertising substrate for bulletins and some poster products.

posting cycle the time it takes for a campaign to be posted in/out of charge.

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posting date the date when a poster program is scheduled to commence. A five day leeway is customary.

posting instructions detailed directions provided to an OOH company by an advertiser or agency assigning specific copy to specific locations.

proof-of-performance/proof-of-posting (POP) certification by an OOH company that contracted advertising services have been rendered, usually in the form of photography or posting reports.

reach the approximate percentage of a target audience who notice an advertising message at least once during an OOH campaign.

standard campaign cost the cost of booking a standard campaign as summarised in the media section of the format listings.

target audience any audience reflecting the most desired consumer prospects for a product or service, defined by age, sex, race, ethnicity or income; or their combinations for any geographic definition.

user-generated content also known as consumer generated media (CGM) or user- created content (UCC), refers to publicly available media content produced by audiences and end-users.