



Key Terms

48 Sheet	A large poster advertising display intended for viewing from extended distances.
96 Sheet	A poster advertising display twice as large as a 48 sheet.
A2 Back of Driver	A bus poster format positioned behind the driver and facing head-on towards passengers.
AR	Augmented Reality - a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.
Audience	A group of people that an advertising message is aimed towards. This group can be defined by age, gender or any other grouping specified by the Advertiser.
Awareness	The extent to which a brand or advertising campaign is recognised by the defined audience.
Billboard	Large format poster advertising displays intended for viewing from extended distances. Billboard displays can include, but not limited to: 48 sheets, 96 sheets, portrait sites or Golden Squares.
Colour Bus	A bus wrapped in an advertising message. In this instance the window areas are left uncovered.
Commuter Card	A small advertising panel positioned inside Dublin Bus, DART or Arrow targeting passengers.
Cost Per Thousand	The cost of reaching 1,000 people in the identified target market with an advertising message.
Coverage	The number of people who will see a campaign at least once usually expressed as a percentage of an audience.
Cycle	Outdoor advertising is usually on display for a 14 day period known as a cycle. There are 26 cycles in a calendar year. A posting calendar outlines the relevant dates.
Digital Out-of-Home (DOOH)	Any Out-of-Home advertising display that can change its advertising content using digital technology.
Dwell Time	The interval of time when a consumer is in close proximity to an OOH ad.
Gross Rating Point (GRP)	The total number of in-Market impressions delivered by an OOH schedule expressed as a percentage of a market population. One rating point represents impressions equal to 1% of the market population.
Head on	When a poster site is facing oncoming traffic or pedestrian flow.
Illumination	A poster site that is illuminated in hours of darkness. A poster can be lit externally or can be lit from inside the unit.
Impacts	The number of times a campaign is seen.
Lightbox	Poster site, most often a 48 sheet or 96 sheet, which is 'back-illuminated'.
Media Owner	A Media Owner is a company or individual who has the right to sell market ad sell outdoor advertising space.
Mega Rear	An advertisement site which covers the whole area of the back of a double-deck bus.

NFC	Near Field Communication - a short range wireless technology which can transmit small amounts of data to a smart phone.
OMA (Outdoor Media Association)	The trade association covering the Island of Ireland for poster site owners. Their objectives are to protect and promote the sector and advise members through legal, trading and planning activity. www.oma.ie
Opportunity to See (OTS)	The average number of times an individual notices an OOH advertising message during a defined period of time.
Outdoor	Generic name for poster advertising.
Out-of-Home (OOH)	Generic name for poster advertising.
Panel	An alternative name for a poster site.
Pedestrian Count	Counting the movement of pedestrians past a given point.
Performance	Evaluation of a campaign's achievements after the event, often in terms of coverage and frequency.
POP	Point of Purchase.
POS	Point of Sale.
Poster	An advertising site located outside the home, they come in a variety of standard sizes, materials and formats measured by the number of sheets.
Posting Date	The date when a poster campaign is scheduled to commence. A three day leeway either side is customary to allow for physical posting.
PurchasePoints	A trademarked Global 6 sheet poster located at the point of purchase e.g. at a supermarket or shopping mall.
QR Code	Quick Response Code - a machine-readable code consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone.
Reach	The approximate percentage of a target audience's population come into contact with an advertising message at least once during an Out-of-Home campaign. Also known as coverage.
Sightline	The poster site located on the lower rear of a bus, provides a head-on display for reaching motorists and their passengers.
SOV	Share of Voice - The percentage of advertising activities for one brand within the total advertising active period for an entire sector or product type.
StorePoints	Trademarked Exterior Media advertising posters on security gates located inside the entrance to supermarkets.
Superside	Rectangular shaped bus-side poster site, most often situated on the nearside of the bus, to be seen by a pedestrian audience.
Traffic Count	The count of the movement and volume of vehicles past a given point.
T-Side	The 'T' shaped poster site on a bus, positioned on the driver side, making them ideal for reaching both drivers and pedestrians.
VAC	A visibility adjusted contact or VAC is the audience rating for an Out-of-Home advertising panel.
Wrapped Bus	An advertisement site which covers the whole of a single or double deck bus. Effectively 'wrapping' the entire bus.