

**Average Frequency**

The average number of exposures to your advertising message by your target audience. You can arrive at your Average Frequency by dividing your total Gross Rating Points by the total reach.

**Cost Per Thousand**

A standard measurement used for determining the cost effectiveness for a specific medium. It compares the cost of the advertisement to the number of impressions to your target audience. You can arrive at your CPM by dividing the media cost by the target impressions (in thousands).

**Effective Frequency**

The number of advertising exposures deemed necessary in your marketing plan objectives to generate the required response from your target market.

**Effective Reach**

The reach deemed necessary in your marketing plan objectives to generate the required response from your target market.

**Frequency**

The number of exposures your target market has to your marketing message.

**Gross Rating Points**

Gross Rating Points (GRPs) measure the total volume of delivery of your message to your target audience. It is equal to the percent reach to your target audience times the frequency of exposure. To arrive at your total Gross Rating Points add the individual ratings for each media vehicle you are using. You may also get GRPs by dividing your gross impressions by the population base and multiplying the answer by 100.

**Impressions**

Every exposure to your advertising message is an impression. Gross Impressions (similar to GRPs) accounts for each exposure an individual target prospect has to your message. Net impressions (similar to Reach) count only the first impression to your message.

**Integrated Marketing Communications**

A concept of marketing communications that recognizes the added value of assuring that all communication vehicles (including sales force, customer services, any other employees who have customer contact) portray a clear and consistent message about the company, business, or product that follows and illustrates the company's vision and mission

**Rating Points**

The audience size of the medium expressed as a percentage of the universe. (Universe is the single market or geographic region you are targeting.) Also referred to as percent coverage. If you use a medium once then the rating is the same as its reach.

**Reach**

The total number of individual prospects exposed to your message. It is usually stated as a percentage of the target market. It is also referred to as net, cume, or cumulative.

**Total Reach**

The number of individual prospects exposed to at least one of your advertising messages. You can arrive at your Total Reach by dividing your Gross Rating Points by your average frequency.