

GLOSSARY

billboards	Large-format advertising displays intended for viewing from extended distances, generally more than 50 feet. Billboard displays include, but are not limited to, 30-sheet posters, 8-sheet posters, vinyl-wrapped posters, bulletins, wall murals, and stadia or arena signage.
bus shelter	Refers to a bus shelter, taxi stand or road sign. These three are grouped together because their operational requirements, and the marketing and sales efforts for them, are substantially the same.
billboard advertising	In addition to traditional billboards of different sizes and styles, this term also includes painted signs, neon signs and information display panels.
concession right	Bus shelter concessions are granted by entities authorized by local governmental agencies in China which have control over the construction and management of bus shelters. Companies granted concession rights pay an annual fixed rental fee to these entities.
cost-per-thousand	Cost-per-thousand (CPM) impressions refers to the cost of reaching a thousand people and is a standard measure of the cost-effectiveness of advertising.
display panel	An advertising display unit within a bus shelter upon which the same advertisement is posted on both sides.
frequency	An industry-accepted method of judging the potential effectiveness of a medium. Frequency reflects the average number of times that an individual is exposed to an advertising message during a specific period of time.
media	Advertising outlets for advertising including radio, outdoor, television, Internet, magazines, newspapers and direct mail.

medium	The industry term used to describe one of the media advertising outlets or, where the context requires, an individual product offered in respect of such media.
out-of-home	Any advertising a consumer would be exposed to out of the home, including radio, billboards, street furniture, live events and shopping center advertising.
outdoor advertising	One of the advertising media that communicates to people when they are outside their homes, and includes advertising on billboards, advertising on and in public transportation vehicles and terminals, advertising panels in airports and malls and advertising on street furniture.
point-of-sale	A form of advertising at retail locations that is designed to reduce or eliminate the time between a consumer's awareness of advertising and his decision to make a purchase, e.g., putting the offer right next to the product so purchase decisions (and sales) can be made immediately. Advertisers distinguish point-of-sale advertising in their promotional budget.
reach	An industry-accepted term which describes the potential effectiveness of a media advertising schedule by reflecting the number of different people who hear or see a commercial campaign.
street furniture/street furniture displays	Includes such forms of outdoor advertising as bus shelters, taxi stands, road signs, phone kiosks, information and newspaper stands, public toilets, free-standing information panels, benches and street lights.
12-sheet equivalent	One actual 12-sheet panel, or two 6-sheet panels, or three 4-sheet panels.