

## Video Mediums

Medium	Description
TV - ALL	General TV option. Includes any and all TV mediums for ads running on television.
TV - ALL Hispanic	Includes any and all TV mediums for ads running on TV stations which specifically target the Hispanic market.
TV - Billboard	A brief announcement, usually 3, 5 or 10 seconds in length. Billboards, in most instances, are at the top and bottom (beginning and end) of the show. The product and/or sponsor's name is mentioned in a statement such as "...the following portion of (program) is being brought to you by (sponsor)..."
TV - Cable ALL	General Cable TV option for television distribution whereby TV signals are transmitted via cable, rather than through the air, to cable TV subscribers in a community or locality. Includes any and all TV mediums for ads running on cable networks.
TV - Cable Asian	Similar to TV - Cable ALL but specifically targets the Asian market.
TV - Cable Hispanic	Similar to TV - Cable ALL but specifically targets the Hispanic market.
TV - Direct Response	Advertising that seeks direct and prompt response from the viewer by means of exhibiting telephone numbers, box numbers, or other means of getting the viewer to order or inquire about objects shown.
TV - IPTV (Internet Protocol TV)	IPTV, Internet Protocol television, is a system through which video (television) services are delivered over the Internet, instead of being delivered through traditional terrestrial, satellite signal, and cable television formats. This is also known as streaming media.
TV - Local Cable	Similar to TV - Cable ALL but targets a select market or geographic area.
TV - Motion Billboard Logo	Similar to TV - Billboard, but explicitly includes a logo shown with movement.
TV - National Cable	Similar to TV - Cable ALL but targets a national audience.
TV - Network	Specific TV stations which target a national audience.
TV - Network Hispanic	Specific Hispanic TV stations which target a national audience.
TV - Not For Air	Advertisement will not be broadcast. For example, a generic version of a tagged spot.
TV - Off Air Test	Advertisement that will not be broadcast and is used for research purposes before going on air.
TV - On Air Test	Advertisement that will be broadcast and used for research purposes before broadcasting to a broader target market.
TV - On Demand	Digital-TV services that allow users to select and watch video. Viewing can occur while content is being delivered or after it has been downloaded.
TV - Other	Any other TV medium which does not fall under the TV options provided.
TV - Paid Programming	Long-form advertisement in the format of a television program. Also known as an infomercial.
TV - Satellite	Television distribution whereby TV signals are transmitted via satellite, rather than through the air, to satellite TV
TV - Spot	Targets a select market or geographic area. Also known as local spot.
TV - Spot Hispanic	Targets Hispanics within a select market or geographic area. Also known as local spot.
TV - Still Billboard	Similar to TV - Billboard, but does not explicitly include any motion or animation.
TV - Syndication	A program that is produced for national distribution, but shown on individual local stations rather than on a national network is called a syndicated program. These programs may be sponsored either locally or nationally.
TV - Test Spot	Advertisement created for a subset of a target market before rolling out a campaign to a broader target market.
TV - Unwired	Customizable national networks. Unwired networks allow you to buy local news or other properties in many markets with one buy. The unwired network operator ensures that the spots clear. An example of an unwired network is ITN.
Transit - In-Flight Video	Video screen advertising inside an airplane.
Transit - Mobile Billboard Video	Video screen advertising attached to a vehicle.
Transit - Other	Any other Video Transit medium which does not fall under the Transit options provided.
Transit - Taxicab Video	Video screen advertising inside the passenger compartment of a taxi.

## Video Mediums

Medium	Description
Place-Based - Companion Landscape	Digital video screens containing programming and advertising in places such as airports, office buildings, malls, etc. Companion Ads may be text, static display ads or rich media. A Companion Ad will run adjacent to an ad unit and/or programmed content. Landscape describes the orientation of the ad unit.
Place-Based - Companion Portrait	Digital video screens containing programming and advertising in places such as airports, office buildings, malls, etc. Companion Ads may be text, static display ads or rich media. A Companion Ad will run adjacent to an ad unit and/or programmed content. Portrait describes the orientation of the ad unit.
Place-Based - Full Screen	Digital video screens containing programming and advertising in places such as airports, office buildings, malls, etc. Full Screen means the ad unit is the only visible asset running on the screen.
Place-Based - Partial Screen Landscape	Digital video screens containing programming and advertising in places such as airports, office buildings, malls, etc. Partial Screen means the Primary Ad unit is accompanied by content and/or a companion ad unit or some other visual enhancement (such as ticker, clock, or logo). Landscape describes the orientation of the ad unit.
Place-Based - Partial Screen Portrait	Digital video screens containing programming and advertising in places such as airports, office buildings, malls, etc. Partial Screen means the Primary Ad unit is accompanied by content and/or a companion ad unit or some other visual enhancement (such as ticker, clock, or logo). Portrait describes the orientation of the ad unit.
Other - Other	Any other Video medium which does not fall under the Video options provided.
OOH - Airports	Full-coverage networks of LCD/LED screens or television monitors providing advertising and information in the airport at high-traffic passenger cluster areas.
OOH - Arena & Stadium Advertising	Video advertising in sports facilities, stadiums, and arenas such as advertisements on scoreboards, replay screens, etc.
OOH - Gas Station Video	Videos on digital screens on or around gas pumps.
OOH - Golf Course Advertising	Video advertising that is specially located at golf courses.
OOH - In-Store	TV monitors located within supermarkets, drugstores or convenience stores.
OOH - Other	Any other Video Out of Home medium which does not fall under the Out of Home options provided.
OOH - Projection Video	Enormous displays of video content outside or inside commercial venues that do not require physical structure.
OOH - Shopping Mall	Programmable video and digital displays located at entrances, stores, escalators, food courts, and other high traffic areas in a mall.
Mobile - ALL	Video advertising on mobile devices, including smart phones and tablets.
Internet - Branded Webisode	Episode used to promote a specific brand or company which is distributed online. It may be part of a larger series or campaign of several webisodes. Also known as branded entertainment.
Internet - Internet Video	Internet-based services that transmit programming through World Wide Web protocols. Viewing can occur while content is being delivered or after it has been downloaded.
Internet - Video On Demand	Interactive TV delivered over the internet where subscribers view programming in real time or download programs to view later.
Industrial - ALL	Ads targeting businesses instead of consumers. Also known as business to business advertising.
Creative element - Video	Creative components used in a video ad unit. For example, a video of someone running featured in the ad.
Cinema - Lobby	Video ads displayed in a movie theater lobby.
Cinema - Onscreen	Video ads displayed on the screen prior to the movie/show (pre-show).

## Audio Mediums

Medium	Description
Radio - ALL	General Radio option. Includes any and all Radio mediums.
Radio - Announcer Copy	The copy (words) for an announcement of a sponsor as part of a Radio broadcast, which is read live by a program
Radio - Asian	Radio station which specifically targets the Asian market.
Radio - Billboard	An announcement of a sponsor at the beginning, middle or end of a radio broadcast.
Radio - Direct Response	Promotional method in which a prospective customer is urged to respond immediately and directly to the advertiser, usually through a toll-free telephone number.
Radio - Hispanic	Radio station which specifically targets the Hispanic market.
Radio - Network	Specific Radio stations which target a national audience.
Radio - Not For Air	Advertisement will not be broadcast. For example, a generic version of a tagged spot.
Radio - Off Air Test	Advertisement that will not be broadcast and is used for research purposes before going on air.
Radio - On Air Test	Advertisement that will be broadcast and used for research purposes before broadcasting to a broader target market.
Radio - Spot	Targets a select market or geographic area. Also known as local spot.
Radio - Syndication	The Broadcasting of radio programs by multiple radio stations, without going through a broadcast network.
Radio - Test Spot	Advertisement created for a subset of a target market before rolling out to a broader target market.
Radio - Test Spot Hispanic	Advertisement targeting the Hispanic market which is created for a subset of the target market before rolling out to a broader target market.
Other - Other	Any other Audio medium which does not fall under the Audio options provided.
Internet Streaming - Internet Streamin	Audio that is transmitted online. This may be a service related to a traditional radio station or a strictly online network such as Pandora.
Audio - Creative element	Creative components used in an audio ad unit. For example, a piece of music featured in the ad.

### Display Creative Mediums

<b>Medium</b>	<b>Description</b>
Online - ALL	General online display option.
Web Page - Other	A web page that is part of a company's full website used to highlight a product, launch a promotion or augment a marketing campaign.
Other - Other	Any other Display medium which does not fall under the options provided.
Tablet - Other	Ads designed to fit tablet devices.
Social Media - Other	Online advertising on social media sites, such as Facebook.
Blog - Other	A discussion or informational site published on the World Wide Web consisting of discrete entries and often covering a single subject.
Email - Other	Message sent through electronic mail (email) to a target audience.
Mobile - Other	Display advertising on mobile devices, including smart phones.
In-App - Other	Ads displayed in a mobile application.

## Print Mediums

<b>Medium</b>	<b>Description</b>
Print - Original Drawing	A graphic drawn for use in a print advertisement.
Print - Original photograph	Photograph taken for use in an advertisement.
Print - Sponsorship	Corporation pays for all or some of the costs associated with a project or program in exchange for recognition.
Other - Other	Any other Print medium which does not fall under the Print options provided.
Newspaper - Advertorial	An advertisement running in a newspaper giving information about a product in the style of an editorial or objective journalistic article.
Newspaper - ALL	General Newspaper option. Includes any and all Newspaper mediums.
Newspaper - Asian	Newspaper which specifically targets the Asian market.
Newspaper - Daily	Newspaper that is distributed daily.
Newspaper - Sunday	Sunday edition of a newspaper.
Magazine - Advertorial	An advertisement running in a magazine giving information about a product in the style of an editorial or objective journalistic article.
Magazine - ALL	General Magazine option. Includes any and all Magazine mediums.
Magazine - Asian	Magazine which specifically targets the Asian market.
Magazine - Consumer	Magazines that are sold to the general public.
Magazine - Supplement	An additional section inserted into a publication.
Magazine - Trade	Magazines that target an audience who work in a particular trade or industry.
Direct Response - ALL	Promotional method in which a prospective customer is urged to respond immediately and directly to the advertiser, usually through a coupon or toll-free telephone number.
ALL - Print	General Print option. Includes any and all Print mediums.

### Out of Home Display Mediums

Medium	Description
Transit - Airports	Located throughout terminals in arrival and departure areas, ticketing areas, baggage claim, gate-hold rooms, concourses, retail shops, and VIP lounges.
Transit - Buses-Exterior	Display posters on the outside of a bus.
Transit - Buses-Interior	Interior bus cards positioned in frames above passenger seats. May also be backlit panels.
Transit - In-Flight Display Advertising	Ads displayed inside of an airplane such as clings or decals.
Transit - Mobile Billboard	Poster panels affixed to aerodynamically-designed vehicles (generally poster size).
Transit - Rail Systems and Subways	Ads appearing in subways or rapid transit systems. Include printed and backlit posters on platforms and walkways, entrance displays, station clocks, and special in-car signage.
Transit - Taxicabs	Displays printed on panels affixed to the roof or trunk of taxicabs. Interior displays, header panels, and full units on the back of the partition separating the driver from the passengers. Fully wrapped taxis. Digital displays on the roof or video screen advertising inside the passenger compartment.
Transit - Truckside Fleet Displays	Banners affixed to the sides and/or rear of trucks running regular routes in metropolitan areas and/or tractor trailers running Interstate routes.
Street Furniture - Bicycles and Bicycle Racks	Ads are placed on bicycles and at bicycle stations.
Street Furniture - Bus Benches	Panels displayed on bus benches.
Street Furniture - Bus Shelters	Panels displayed on bus shelters.
Street Furniture - Convenience Store Advertising	Posters displayed near a convenience store entrance.
Street Furniture - Newsstands and Newsracks	Displays are affixed to permanent newsstand and newsrack structures.
Street Furniture - Pedestrian Panels	Bus shelter-sized displays located on the inner perimeter of sidewalks, facing outward from the parking lots and other
Shopping Mall Display - Free-Standing Unit	A free-standing display located at entrances, stores, escalators, food courts, and other high traffic areas in a mall.
Shopping Mall Display - Shelter-Sized Unit	A display similar in size to a bus shelter which is located at entrances, stores, escalators, food courts, and other high traffic areas in a mall.
Shopping Mall Display - Wall Mural	An advertising display applied directly onto the wall surface of a shopping mall.
Place-Based - Place-Based	Non-video advertisements often located in places where people wait, such as airports, train stations, checkout lines or waiting rooms.
Other - Other	Any other Out of Home Display medium which does not fall under the options provided.
Kiosks: Information - City Panels	Displays, horizontal or vertical, which appear on the back side (street side) of public telephone structures. Framed and permanently attached to the phone booth.
Kiosks: Information - Kiosks: Information	Ads are affixed to two backlit panels on each free-standing information kiosk.
Kiosks: Information - LED Phone Kiosk	Backlit LED ad panels that carry changing messages which appear on public telephone structures.
Kiosks: Information - Super City Panel	Backlit displays appearing on the back (street side) of telephone kiosks.
Kiosks: Information - Telephone Kiosk	Vertical displays which appear on the sides of public telephone structures. Backlit at night.
Kiosks: Information - Two-Sheet Kiosk	Ads are affixed to free-standing information kiosk. "Two-Sheet" refers to the standardized size of the ad.
In-Store Display Advertising - Above-Aisle Display	Display of merchandise and/or advertising located in a store aisle.
In-Store Display Advertising - Checkout Counter Divider	Ads on the divider used at checkout to separate customer's purchases from one another.
In-Store Display Advertising - Clock	Ads displayed on a clock within a store.
In-Store Display Advertising - End-Aisle Display	Display of merchandise and/or advertising located at the end of a row of shelving.
In-Store Display Advertising - Floor Graphic	Vinyl displays affixed to the floor near the product being promoted.
In-Store Display Advertising - Front Aisle Display	Display of merchandise and/or advertising located at the front of a row of shelving.
In-Store Display Advertising - Point of Sale	Ads displayed in close proximity to the checkout counter where a sale is made.

### Out of Home Display Mediums

Medium	Description
In-Store Display Advertising - Shelf-Talker	Printed card or other sign attached to a store shelf to call buyers' attention to a particular product displayed in that shelf.
In-Store Display Advertising - Shopping Cart Panel	Ads displayed on the back of the seat of a shopping cart.
Cinema - Concessions	Ads displayed at the concession stand of a movie theater.
Cinema - Promotions	Ads displayed in a movie theater lobby.
Billboards - Bulletins	Large format display advertising located primarily on major roads.
Billboards - Digital Billboards	Static messages that rotate every few seconds with typically six to eight advertisers sharing the same location.
Billboards - Junior Posters	Display advertising located primarily in urban neighborhoods and on smaller roads. Positioned just above eye level, they are either free-standing units or mounted on the sides of buildings.
Billboards - Posters	Display advertising located primarily in commercial and industrial areas on major local roads.
Billboards - Spectaculars	Large and elaborate, non-standard structures custom-designed to gain maximum attention through such eye-catching special effects as: neon tubing, fiber optics, backlit panels, hydraulic movement, video screens, message centers, three-dimensional sculpted features, incandescent lamps, strobes, transparencies, and various digital graphics.
Billboards - Wall Murals	Advertisements painted directly on building surfaces or printed on pressure-sensitive vinyl and attached to walls.
Billboards - Wrapped Posters	Wrapped posters offer greater copy area than a standard poster.
Billboards - Wrapped Square Posters	Wrapped posters offer greater copy area than a standard poster. Stacked or square posters draw attention to an advertiser's message through a unique vertical format.
Alternative - Airborne	Large-format advertising panels in various shapes and sizes towed by aircraft over areas of concentrated population, including skywriting.
Alternative - Arena & Stadium Advertising	Advertising in sports facilities, stadiums, and arenas such as advertisements on scoreboards, courtside, etc.
Alternative - ATM	Advertisements displayed around the ATM machine, on the screen or printed on the ATM receipt.
Alternative - Beach Advertising	A variety of advertising formats that are specially located at beaches.
Alternative - Blimps & Custom Inflatables	Lighter-than-air craft that carry sponsor messages over major metropolitan or resort areas.
Alternative - Cartons & Cups	Display advertisements located on cartons or cups.
Alternative - Dry Cleaning Bags	Display advertisements located on dry cleaning bags.
Alternative - Gas Station Advertising	Display advertisements on or around gas pumps.
Alternative - Golf Course Advertising	A variety of advertising formats that are specially located at golf courses.
Alternative - Interactive Touch Screen	Touch-sensitive buttons and flat screens located on an advertising panel which consumers can interact with.
Alternative - Marine Vessels	Enormous sails or spinnakers, both working and ornamental, attached to marine vessels of various sizes and dimensions.
Alternative - Parking Garage Advertising	A variety of advertising formats that are specially located in parking garages.
Alternative - Projection	Enormous displays of static artwork outside or inside commercial venues that do not require physical structure.
Alternative - Ski Area Advertising	A variety of advertising formats that are specially located in ski areas.
Alternative - Trash Receptacles	Display advertising located on trash receptacles in public areas.

### Other Mediums

<b>Medium</b>	<b>Description</b>
Event - Booth	A small temporary tent or structure at a market, fair, or exhibition, used for selling goods or providing information.
Event - Other	Advertising located at a specific event or function.
Other - Other	Any other medium that is not covered under the other Media Type/Medium options provided.
Copy - Radio Announcer Copy	The copy (words) for an announcement of a sponsor as part of a radio broadcast, which is read live by a radio announcer.
Copy - Radio Billboard Copy	The copy (words) for an announcement of a sponsor as part of a radio broadcast.
Copy - Stadium PA Copy	The copy (words) for an announcement made over a stadium PA.
Copy - Television Announcer Copy	The copy (words) for an announcement of a sponsor as part of a TV broadcast, which is read live by a TV announcer.
Copy - Television Billboard Copy	The copy (words) for an announcement of a sponsor as part of a TV broadcast.
Collateral - Other	Advertising such as brochures, postcards, newsletters, etc.