



VOCABULARY PUBLICITY AND COMMUNICATION

Examples Of Words And Expressions Used In The Publicity And Communication World

subscription	media buying	media buyer
posturing	poster	advertising agency
advertiser	penetration audience	set meters
people meters	passive meters	discount
to color	brief	booklet
growth	budget	advertising budget
advertising campaign	catalog	community relations officer press
relations officer	target group	prime target
agency commission	press release	packaging
press conference	contact exposure	cost
cease	CPP, Cost Per Point	CPT, Cost Per Thousand
reach	media coverage	leaflet
inside front cover	circulation	frequency distribution
sample	economy scale	commercial block time
slot program	insert	space
airtime	survey	zapping
copy	point-of-purchase display	night time
size	length	non bleed
household	gross rating point	weekly
peak time	prime time	day time
corporate image	impact	advertising expenditures
launching	readership	logo
mailing	mail shot	title corner
direct marketing	brand	sponsorship
housewives	monthly	net
awareness	ABC, Audit Bureau of Circulation	billboard pain
billboard hoarding	sponsoring	share of voice
share of spending	bleed	full-page
front cover	print	flyer
advertising advertisement	publicity	print ad
outdoor advertising	point of sale advertising	advertisement
direct mail	four color	black cover
daily	annual report	right-hand page
community relations	public relations	frequency
commercial spot	commercial	composition audience profile
medium	advertising media	rate card
rating	daily reach	advertising copy
print run	public transport	inside back cover
sale	left page	



PUBLICITY AND COMMUNICATION DIALOGUE

Examples Of Words And Expressions Used In A Publicity And Communication Dialogue

We still have to define the main trends of the campaign.

The criteria defining the target are professional occupation, sex, age, geographical area.

These posters may be eye-catching but so far they have failed to attract a single customer.

We'll try to achieve our objective before Easter.

A mere change of headline can increase sales 10 times.

With the rise and airtime costs, we'll have to cut down on our TV advertising budget.

I have an appointment with the product manager to plan the campaign.

This survey has been commissioned by the department store.

He does not even know when the campaign is due to start.

I have an appointment with the product manager to plan the campaign.

Our target is not yet precise enough for us to work out the media plan.

I know the cost of airtime but an advertising campaign is the only way to change our brand image.

The slogan and jingle are in bad taste.

The ads will have to be featured in prime time.

It's an idea we haven't managed to get over so far.

As Account Executive, I had to handle several accounts.

What sort of images are you looking for?

I think you should aim for low-key publicity.

We don't advertise for the sole purpose of informing the consumer.

Do you know how much it costs us to have our name on those billboards?

You should place an advertisement in the papers.