

# GLOSSARY OF TERMS FOR THE PROMOTIONAL PRODUCTS INDUSTRY

## **ACCORDION FOLD**

In binding, a term used for one or more parallel folds which open like an accordion

## **ACCOUNT OPENER**

Premiums given to customers of financial institutions as a reward or thank you for opening an account.

## **ACETATE**

A transparent sheet made of flexible clear plastic, frequently used to make overlays on mechanicals.

## **ACKNOWLEDGMENT**

Written notice to the distributor from the supplier that an order has been received; details such as quantity and approximate ship date are usually specified.

## **AD COPY**

Lettering imprinted on a product. Usually an advertiser's name, sales message, trademark or slogan.

## **ADVANCE PREMIUM**

Premium given to a new customer on condition he/she will earn it by later purchases; a technique originated by home-service route firms.

## **ADVERTISER (END USER/BUYER)**

The company that actually buys the products from the distributor to use as a promotional tool; the distributor's customers.

## **ADVERTISING AGENCY NETWORK**

A group of independently-owned advertising agencies that are located in widely-dispersed cities. The agencies exchange ideas and services on behalf of their respective advertising accounts.

## **ADVERTISING SPECIALTY**

A useful or interesting item of merchandise usually carrying an imprinted advertising or promotional message and given with no obligation. Another, though older, term for promotional products.

## **ADVERTISING SPECIALTY INSTITUTE (ASI)**

A privately-owned for-profit information service and publishing company within the promotional products industry. Its revenue comes from trade shows and services sold to industry companies.

## **ADVOCACY ADVERTISING**

Advertising that is specifically designed to induce, discourage or advocate some specific kind of action on the part of a corporate, social or government entity.

## **AGAINST THE GRAIN**

Folding or feeding paper at right angles to the grain direction of the paper.

## **AGATE LINE**

A unit of advertising space in the printed media. An agate line is one column wide and one fourteenth of an inch deep.

## **AIRBRUSH**

Graphic technique in which ink is applied with compressed air, similar to spray painting, to render a soft, airy effect. Frequently used in retouching.

## **ALIGNMENT**

The arrangement of type so that the bottom of the characters are in a straight line or the pages are precisely juxtaposed with each other.

## **AMERICAN ADVERTISING FEDERATION (AAF)**

A trade association of advertising agencies, advertising clubs, advertisers, advertising media and other companies active in the advertising field. This organization has the largest membership of any trade association in the field. It is especially concerned with government regulation of advertising.

## **AMERICAN ASSOCIATION OF ADVERTISING AGENCIES (AAAA OR 4A'S)**

The advertising agency trade association.

## **ART PROOF**

Artwork submitted for customer approval. It is usually a single black-and-white photostat of all the camera-ready art with a tissue overlay on which the colors of the components of the art are displayed. However, if the advertising copy or design is in a creative stage, the art proof could be a sketch, rough art or a comprehensive rough. With the advent of computer art, most designers now have inkjet or laser color printers on which to make art proofs.

## **ARTWORK**

Any drawing, photo, illustration or lettering in an ad that is not typeset.

## **ASCENDER**

The stroke of a letter that rises above the letter's x-height, as in the letter "d."

## **ASI NUMBER**

A number assigned by ASI to promotional products suppliers and distributors who paid a fee and subscribe to their services, used for identification, ordering and record keeping.

## **ASSOCIATION OF INCENTIVE MARKETING (AIM)**

The association for the premium industry, which focuses on educating incentive distributors and manufacturers' representatives.

## **AUTHOR'S ALTERATIONS (AA'S)**

Changes in type at the proof stages, made by and chargeable to the customer.

**AWARD**

Recognition Merchandise, often personalized, used to acclaim performance or milestones. May be useful objects (paperweights, clocks) or for display only (plaques, trophies). A subset of promotional products.

**B2B**

"Business to Business." A sale that occurs between two businesses.

**BACKING UP**

Printing the reverse side of a sheet that is already printed on one side.

**BAS RELIEF**

Design that is impressed into its base material. Opposite of "intaglio" which is raised.

**BASIS WEIGHT**

The weight of a ream (500 sheets) of paper at its standard size. For instance, one ream of 80# paper has a basis weight of 80 pounds.

**BLANKET**

In offset lithography, the rubber-surfaced sheet clamped around the cylinder that transfers the image from plate to paper.

**BLEED ADVERTISEMENT**

A printed advertisement that fills the entire page to its edges without margin.

**BLIND EMBOSING**

A design which is stamped without metallic leaf or ink giving a bas-relief effect.

**BLOWUP**

A photographic enlargement.

**BLUE LINE**

The line drawn in blue ink on mechanical art, which indicates where diecutting will occur. It is blue so that the black-and-white camera won't record it.

**BLUELINE/BLUEPRINT**

Paper proofs in offset lithography in which the printing areas show in blue.

**BODY COPY**

The actual text that is distinguished from headlines, captions and subheads.

**BOLDFACE**

The characteristic of a typeface that indicates a wider, darker representation like this.

**BOND PAPER**

A grade of writing or printing paper where strength, durability and permanence are essential requirements. Used for letterhead and business forms.

**BONDED PREMIUM**

Point of purchase premium attached to a product by a bond of plastic, paper or tape.

**BOOK PAPER**

A general term for coated and uncoated papers.

**BOOTH SHOWS**

The most elaborate type of exhibits. Usually 8x10 or 10x10 booths separated with pipe and drape. In this space, suppliers may put up a table top or full size exhibit, or they may display their products on tables and racks.

**BORROWED INTEREST**

Technique in which a marketeer associates a promotion, or even a product, with a better known property for the purpose of attracting attention and or implied endorsement.

**BOUNCE BACK**

An advertisement sent along with an already ordered self-liquidating premium to sell other premiums on a self-liquidating basis.

**BREAK FOR COLOR**

To separate by color the elements to be printed in different colors.

**BRITISH ADVERTISING GIFT DISTRIBUTORS ASSOCIATION (BAGDA)-NOW CALLED PROMOTA**

An association, based in England, of manufacturers and distributors of promotional products.

**BROADSIDE**

Any large advertising circular.

**BRONZING**

Printing with a sizing ink then applying bronze powder while still wet to produce a metallic luster.

**BUG**

Manufacturer's (union's) identification mark printed on a form or product, usually in an inconspicuous area.

**BULK**

The degree of thickness of paper.

**BUSINESS GIFT**

Merchandise given by a business in goodwill, without obligation to its customers, employees, friends and the like. Unlike promotional products, the business gift often is not imprinted with the advertiser's identification. Some companies prohibit employees from accepting business gifts.

**CALENDAR ADVERTISING COUNCIL (CAC)**

A group of calendar manufacturers that meets to discuss manufacturing problems, market analysis and legislative issues affecting the calendar industry.

**CAMERA READY ART**

Any artwork or printed material with very high black and white contrast that needs no further touch-up, design or re-arranging before use as copy. It must be clean and ready to be photographed by the platemaker. Computer artwork with clean laser prints can often be used as camera-ready art.

**CAPS**

Capital or upper case letters. All capital settings of words are more difficult to read. Limit the use of caps to short, bold headings where emphasis is required.

**CASTING**

Method in which molten metal is forced into a mold, made either of rubber or plaster, and cooled in the desired shape. Because the process often uses precious metals for jewelry, business gifts, etc., and a master or model is required to make a mold, spec samples are very rarely given.

**CHARACTER**

Any letter, number, punctuation mark or space in printed matter.

**CHROME**

A color transparency, with a positive photographic image, produced on film.

**CLEAN-UP (OR WASH UP) CHARGE**

Factory charge added for labor costs involved in cleaning the printing press after using a nonstandard ink color.

**CLOISART**

The desired logo or copy is foil hot stamped on a solid brass or metal base, then covered by an epoxy dome. There are fewer limitations with Cloisart because it is a hot stamp procedure. This is a cloisonne look-alike for a fraction of the cost, and is not generally considered as fine quality as cloisonne. Used in jewelry and pins.

**CLOISONNE**

Metal emblems are stamped from a die. A colored paste made from ground glass is applied into the recessed areas of the emblem. The emblem is then fired at 1400° and polished by stone and pumice to achieve brilliant color. Gullies and ridges separate each individual color, so fine lines between colors are difficult to achieve. This is considered a very high-quality product, and is slightly more costly than other alternatives. Used in jewelry and pins.

**COATED PAPER**

Paper having a surface coating which produces a smooth finish. Surfaces vary from eggshell to glossy.

**CODED PRICING**

A system whereby a sales representative can view what their net costs are without revealing those costs to the end user client. Two methods have been employed by the promotional products industry, both based on the alphabet. The first—A-B-C-D-E-F-G—correspond to a commission of 50%, 45%, 40%, 35%, 30%, 25%, & 20% respectively and the second—P-Q-R-S-T-U-V—correspond to a commission of 50%, 45%, 40%, 35%, 30%, 25%, & 20% respectively.

**COLD TYPE**

Type prepared by computer typesetting technologies.

**COLLATE**

Gathering (assembling) sections (signatures) in proper sequence for binding.

**COLLATERAL MATERIALS**

Advertising materials that are not transmitted to consumers via advertising media. Collateral materials would include catalogs, shelf cards, posters, specification sheets and trade information materials.

**COLLECTIBLES**

Premiums designed to have inherent value based upon their perceived "collectibility".

**COLLOTYPE**

A screenless printing process of the planographic ink-water type in which the plates are coated with bichromated gelatin, exposed to continuous-tone negatives and are printed on lithographic presses with special dampening.

**COLOR CORRECTION**

Any method such as masking, dot-etching and scanning used to improve color rendition.

**COLOR KEY PROOF**

An overlay proof composed of an individual acetate sheet for each color (see Progressive Proof).

**COLOR PROOF**

A first or early print of a finished color advertisement combining impressions from each of the separate progressive color plates.

**COLOR SEPARATION**

The separation of multi-colored original art by camera or laser scan techniques to produce individual negatives for each separated colors. The four common separations: yellow, magenta (red), cyan (blue) plus black are required for full-color (four-color) printing.

**COLUMN INCH**

A measure of printed media space one column wide by one inch high

**COLUMN WIDTH**

The horizontal measure of a column.

**COMBINATION SALE**

A tie-in of a premium with a purchase at a combination price; sometimes self-liquidating; often an on-pack.

**COMMEMORATIVE**

A merchandise keepsake used to mark a ceremony, anniversary, event or milestone.

**COMPOSITE**

Several pictures placed together to form a single, combined picture.

**COMPREHENSIVE LAYOUT**

The final stage of a layout finished to look almost as the printed piece will look.

**CONTACT PRINT**

A photographic print made from a negative or positive in contact with sensitized paper, film or printing plate.

**CONTAINER PREMIUM**

A product container which, when empty, may be used as a container for other items. Usually partially or completely self-liquidating since the consumer pays for the product.

**CONTEST**

A competition based on skill, in which prizes are offered. Proof of purchase is usually required with entry. (See Sweepstakes.)

**CONTINUITY PREMIUMS**

A series of related premiums offered over a period of six to eight weeks. Generally self-liquidating.

**CONTINUITY PROGRAM**

An offer of products over a period of time.

**CONTINUOUS TONE ART**

Photograph, painting or other piece of art in which black and white tones gradually merge into one another. Requires halftone reproductions and screens.

**CONTRACT DECORATION**

The process of embellishing a product with one of the many and varied decorating processes whereby the clients provides the goods and the decorator provides and charges only for the decoration or embellishment.

**COOPERATIVE ADVERTISING**

Advertising that is jointly sponsored and paid for under an articulated program by manufacturers and their retailers or dealers.

**CO-OP (OR CATALOG) PROGRAM**

An agreement whereby a client's dealers order promotional products exclusively from a distributor's specially prepared catalog and the distributor arranges for fulfillment.

**COPY**

The written content of advertising or editorial matter in the media. The editorial matter in broadcast media may also be referred to as continuity.

**COST PER INQUIRY (CPI)**

The cost to generate an inquiry in direct response advertising. Thus, the total cost of the direct response advertising divided by the number of inquiries generated by it.

**COST PER THOUSAND (CPM)**

The cost of reaching one thousand units of a media vehicle's circulation or audience with a particular advertising unit. Thus, the cost of an advertising unit divided by the circulation or an audience (however it is defined) of the media vehicle in which it appears.

**COUPON PLAN**

A program in which premiums are earned with proof-of-purchase coupons. The premium may be offered free or at a reduced price when the recipient collects a specified number of coupons. Premiums are sometimes free for a certain number of coupons or for purchase with fewer coupons. The recipient usually pays postage on the shipment.

**COVER STOCK**

A term for paper durable enough to be used as a cover on catalogs, pamphlets, etc.

**COVERAGE**

The geographic area that is reached with specified intensity by an advertising medium. Also, that fraction of an audience that is reached one or more times by a particular advertising schedule.

**CREDIT-CARD OFFER**

A direct mailing to a credit-card holder of a merchandise offering (originally a self-liquidating premium device), often using premiums or sweepstakes to close a sale or a trial-offer acceptance.

**CHROMALIN PROOF**

A facsimile of a full-color reproduction, created chemically. While they are still used occasionally, chromalin prints are becoming obsolete.

**CROP**

To eliminate unwanted portions of a photograph or other art by placing lines in the margins to indicate the finished dimensions of the art. Marks should never be made directly on the art itself.

**CROP MARKS**

Indicator marks on artwork to show where an illustration is to be cut or sized.

**CUT**

A broad term encompassing all plates associated with letterpress and hot stamp printing.

**CUT CHARGE**

A factory charge for producing a cut. If the customer has a cut in the correct size, this charge often can be eliminated.

**CUT SCORE**

A score that goes beyond depressing the material to actually cutting it partially through to facilitate ease of folding.

**DEALER INCENTIVE**

Premium or other reward given by manufacturer to retailers or distributors in return for a specified bulk purchase.

## **DEALER PREMIUMS/DEALER PROGRAMS**

Premiums offered to retailers that meet certain sales or performance standards.

## **DEBOSSING**

Stamping an image on a material, such as paper, leather or suede, so the image sits below the surface of the object. Ink may or may not accompany the stamp.

## **DECAL TRANSFER**

A water-soluble decal, printed on an offset or letterpress, is submerged in water and slid onto the product to be imprinted. The decal is rubbed with a cloth or squeegee to remove any excess water and air from between the product and the decal. The product is then kiln-fired. Once fired, the decal becomes fused with the glaze. Hairline registration and superior reproduction of detail make it an excellent choice. This imprint withstands washing very well. This method is labor intensive, since each decal must be aligned and applied by hand. Used in porcelain, ceramic and glass products. A decal transfer is used when artwork requires tight registration.

## **DECKLE EDGE**

The untrimmed feathery edge of paper formed where the pulp flows against the deckle which is the width of a wet sheet as it comes off the wire of a paper making machine.

## **DEMOGRAPHICS**

Descriptive audience statistics that reflect consumer qualities such as age, sex, income, place of residence and educational attainment.

## **DESCENDER**

The stroke of a letter that goes below the letter's x-height, as in "q" or "p."

## **DESIGNATED MARKET AREA (DMA)**

A description of a local television coverage area defined by the A.C. Nielsen Company and other research firms.

## **DESKTOP PUBLISHING**

Electronically designing, laying out, editing and producing a document using a computer and word-processing, graphics and page layout software.

## **DIE**

A mold into which molten metal, plastic or other material is forced to make a special shape, such as pen barrels or rings. Also a tool made of very hard material used to press a special shape into or onto a softer material such as coins and emblems.

## **DIE-CASTING (INJECTION MOLDING)**

Molten metal is injected into the cavity of a carved die. In the case where a double-sided impression is necessary, two dies are placed together, carved sides facing the inside, and the molten metal is injected between them. Fine detail is available, and thinner lines can be created than with die-struck products. Used in metals such as jewelry, pins and belt buckles.

## **DIE CHARGE**

A charge by suppliers for creating a die from artwork to be used for imprinting products.

## **DIE CUTTING**

The use of sharp steel blades to cut special shapes from printed sheets.

## **DIE-STAMP**

Steel plate engraved with desired image used to "stamp" (apply) gold or silver leaf.

## **DIE-STRIKE**

A "first-off" proof struck from the die to determine cutting accuracy.

## **DIE-STRUCK (DIE-STAMP)**

A die is used to press an image into a softer metal such as brass or gold. The die is put into a press, and the press is released and actually squeezes the metal into the recess of the die making the imprint on the metal. The height of detail is not as deep as casting; the letters and images are shorter. Fine detail and deep images cannot be achieved because the lines and gullies in the die may break during the striking process. Used in metals such as medals, coins and belt buckles.

## **DIGITAL IMAGE**

An image available within a computer.

## **DIGITIZING**

The process of scanning printed text or logo's into a computer. Also the process where a design is plotted in a computer language that an embroidery machine can read. This is the process needed in order to take art from camera ready to a readable format in order to reproduce an embroidered design.

## **DIRECT MAIL**

A mailing of a package, other print collateral or materials that are targeted directly to a predefined listing of customer via US Mail.

## **DIRECT PREMIUM**

An item given free with a purchase at the time of the purchase. Includes on-packs, in-packs and container premiums as well as those given separately.

## **DIRECT RESPONSE ADVERTISING**

Advertising that seeks an immediate response from consumers by mail or telephone usually outside established channels of distribution. Direct response advertising may be carried by mail, by the broadcast media or by the printed media.

## **DIRECT SELLER**

Used by Mary Kay, Avon and other direct-sales organizations as door openers, sales closers or party incentives.

**DIRECT SELLING HOUSE (DIRECT HOUSE)**

A promotional products company that operates both as a supplier and distributor, producing its own proprietary products and selling them and other suppliers' non-competing products directly to clients through its own sales force.

**DIRECTORS ALUMNI ASSOCIATION**

Past members of Promotional Products Association International Board of Directors. They meet on a regular basis to discuss programs and topics such as education and legal matters of interest to industry practitioners.

**DISPLAY PREMIUM**

A dealer premium initially used as part of a point-of-purchase display and later possibly reused in the dealer's store or home.

**DISPLAY TYPE**

Large, contrasting blocks of copy that are set apart from ordinary text matter.

**DISTRIBUTOR**

In the promotional products industry, develops ideas for using promotional products in a marketing or promotional campaign, buys such items from suppliers and sells them to advertisers.

**DOCUMENT (FILE)**

A collection of information stored on a disk.

**DOOR-OPENER**

An item of value offered by a salesperson to persuade potential buyers to listen to a sales presentation or to initiate interest in a product or service for a sales-call follow-up.

**DOT**

The individual element of a halftone.

**DROP SHADOW**

Graphic device in which type or other element is reproduced with an offset second image on one edge, giving a "shadow" effect which visually "lifts" the primary type and makes the image appear three-dimensional.

**DUOTONE**

In photomechanics, a term for a two color halftone reproduction from a one color photograph.

**DUMMY**

A pattern of a page or pages provided for printers to show the location of all elements; it may be simply a drawing, or proofs pasted in position.

**EMBOSSING**

Stamping an image on a material, such as paper, leather or suede, so the image rises above the surface of the object. As in debossing, ink may or may not accompany the stamp.

**EMBOSSSED FINISH**

Paper with a raised or depressed surface resembling wood, cloth, leather or another pattern.

**EMBROIDERY**

A design stitched onto a material through the use of high speed, computer controlled sewing machines. The design is reproduced with tightly-stitched thread. Embroidery is most commonly used on logo patches and directly on some wearables. Fine detail is difficult to achieve.

**END USER**

The advertiser who purchases the promotional products from a distributor to give to his/her customers, the ultimate recipient.

**ENGRAVING**

The cutting or etching of designs or letters on metal, wood, glass or other materials. There are three engraving techniques. Hand-engraving, hand-tracing, and computerized engraving. Engraving is performed with a diamond point or rotary blade that cuts into the surface of the product. Engraving offers a permanent imprint that will not wear off because it is cut into the metal base. Used in metals such as trophies, pens and name plates.

**ENVELOPE STUFFER**

A direct mail advertising circular or message included with some other mailed message such as a monthly department store statement.

**ETCHED**

The product to be imaged is coated with a resist (a protective coating that resists the acid). An image is exposed on the resist, usually photographically, leaving bare metal and protected metal. The acid attacks the exposed metal thus leaving the image etched into the surface of the metal. Very fine lines can be reproduced by this process and the only tooling is a piece of film, so spec samples are easily-made.

**FACTORY PACK**

A premium offered inside a package, on the package or as a container premium.

**FLEXOGRAPHY**

A flexible rubber plate is wrapped around a cylinder for speed and control. As the paper moves under the printing plate, it is pressed against the printing plate by another roller, and the ink is transferred onto the paper. A separate plate is needed for each individual color. Typically done on less expensive materials than screen printing. The inks are very thin and not as durable as those used in screen printing.

**FLOCKING**

Electrostatic spraying process on a point-of-sale piece that simulates a "velvety" finish.

**FLOPPY DISK**

A portable magnetic medium on which the computer stores small amounts of data or information.

**FLUSH LEFT, RAGGED RIGHT**

All text aligns on the left side of the column, but the right side of each line ends in a random location, depending on the number of characters in a line. The type in this book is set this way.

**FLUSH RIGHT, RAGGED LEFT**

All text aligns on the right side of the column, but the left side of each line begins in a random location, depending on the number of characters in a line. This is often hard to read because it can be difficult to find the beginning of each line such as this.

**FOLIO**

The name given in printing to a page number.

**FONT**

The collection of a typeface including the lower case, caps, numbers and special characters having unified design. This can be an important consideration when copy includes foreign terms or names with special characters. The different kinds and quantity of characters in a font will vary according to the manufacturer of the typesetting system.

**FORMAT**

The size, style, type page, margins and printing requirements of a printed piece.

**FOUR-COLOR PROCESS**

The reproduction of full-color artwork through the combination of four process ink colors—cyan (blue), magenta (red), yellow and black (CMYK)—in specified intensities.

**FOUR-COLOR SEPARATION**

The breakdown of full-color copy into individual color plates so that when printed in register, they produce a full-color illustration. Four-color separations refer specifically to the process colors: magenta, cyan, yellow and black.

**FRANCHISE LINE**

Supplier specifies restrictions in order for distributors to carry its line: minimum volume, number of distributors in a geographical area and credit.

**FREE STANDING INSERT (FSI)**

Coupon or other newspaper inserts offering consumer premiums.

**FRENCH FOLD**

A sheet printed on one side, folded first vertically and then horizontally to produce a four-page folder.

**FREQUENCY OF EXPOSURE**

The number of times a household or individual is exposed to a particular advertising message in a specified period of time.

**FULFILLMENT**

The process of packaging and shipping an order. Fulfillment may be performed by a supplier, a distributor or an independent fulfillment house.

**GATEFOLD**

An oversize page that folds into the "gutter," often used to extend the size of an advertisement in a magazine or a map in a book. Example: the Playboy "centerfold." A smaller brochure can also be gatefolded.

**GENERAL ADVERTISING**

Advertising that is placed by a national advertiser, that is, non-local advertising.

**GENERATION**

Each succeeding stage in reproduction from the original copy.

**GIVEAWAY**

An outdated term for promotional products. Now also sometimes used as a term for any direct premium.

**GHOST HALFTONE**

A light halftone that may be overprinted with solid copy.

**GLASS ETCHING**

A process in which a piece of glass is covered with a template that has a design cut out of it. The glass is then sandblasted while the portion of the item not covered by the template is protected. The template image is thus etched into the glass.

**GOthic**

Style of typeface. Block letters without decoration as opposed to serif faces which have finishing strokes. Gothic is a sans serif font.

**GRAPHIC**

A line, oval, rectangle, square, circle, logo, chart, illustration, drawing, cartoon or photograph used in a layout.

**GRAYSCALE**

A piece of art whose original "colors" are represented by varying shades of gray.

**GRIPPER EDGE**

The leading edge of paper as it passes through a printing press.

**GROMMET**

A metal-protected hole punched into board or banner. Used to take threaded rope or wire for hanging purposes.

**GUTTER**

The space where two pages of a brochure or periodical come together. In a two-page layout, the gutter often has to be adjusted to allow space for binding.

**HALFTONE**

The reproduction of a continuous tone artwork (such as a photograph) done by filtering light through a screen that converts the image into a pattern of dots of varying size.

**HARD COPY**

Any output from a machine that is readable copy on paper or film as opposed to copy on a computer monitor.

**HEADER**

A message board that projects above a p-o-p display showing a headline or an advertising message. Usually more elaborate than a riser.

**HEADLINE**

The primary "stopping" words on an advertising layout.

**HEAT TRANSFER PRINTING  
(DIRECT TRANSFER PROCESS)**

Image is screened on a transfer substrate which is then laid directly on the material to be imprinted. The image is then "transferred" from the substrate to the material through the use of heat and pressure. Works best on cotton and cotton blends.

**HEAT TRANSFER PRINTING (SUBLIMATION)**

A process in which a design is transferred to a synthetic fabric by heat and pressure. The heat causes the inks to turn into a gas so that they penetrate the fabric and combine with it to form a permanent imprint.

**HOLOGRAM**

A combination of several layers of refracted material. A part of the image is applied to each individual layer in a "sandwiching" process. Once the sandwich is complete, the whole image comes through and moves with the light. New techniques are available that make holograms more durable and create a longer lasting imprint.

**HOST GIFTS/HOST INCENTIVES**

A gift or premium given by a party plan operator to a consumer who agrees to be the host for a demonstration party. The value of the gift is usually proportional to the amount of sales at the party.

**HOT STAMPING**

Method in which type or designs in the form of a relief die are impressed with heat and pressure through metallic or pigmented foil onto the printed surface. It is used to decorate fabric, leather, paper, wood, hard rubber, coated metal and all types of plastic. Hot stamping is a "dry" imprinting process meaning the object can be handled immediately after the stamping without fear of smearing the imprint.

**HOT TYPE**

Type composed by machine, made from molten metal.

**HUE**

Color, such as red or blue.

**IMAGE ADVERTISING**

Advertising designed to make 's recipients feel more favorable toward the advertiser by portraying the advertiser in a favorable light.

**IMPOSITION**

The arranging of pages in a press form to insure the correct order after the printed sheet is folded and trimmed.

**IMPRINT**

To mark by pressure

**IN-PACK**

A premium offered inside a product package.

**INCENTIVE**

Reward for a purchase or performance, as it applies to promotional products, it could be, depending on the response required, an ad specialty, premium prize.

**INCENTIVE CATALOG COMPANY**

A company that puts together catalog premium and incentive programs for sale to end users.

**INCENTIVE FEDERATION**

This organization addresses the legislative and regulatory issues affecting incentive marketers.

**INCENTIVE MANUFACTURERS REPRESENTATIVES  
ASSOCIATION, INC. (IMRA)**

An association of manufacturers and representatives in the incentive industry.

**INDEPENDENT CONTRACTOR**

A salesperson working alone, setting his or her own hours and operating free from the control of a company and its officers.

**INDEPENDENT PREMIUM SALES REP**

A sales representative who works for the premium supplier. He is the manufacturer's conduit to the market and is paid a percentage of sales by the premium supplier.

**INDUSTRIAL ADVERTISING**

Advertising directed at businesses or enterprises that produce goods or services that are ultimately sold either to other businesses or to commercial consumers.

**INKJET**

A printer that reproduces by projecting ink onto paper without the mechanical impact of plates.

**INQUIRY TEST**

A research procedure that uses inquiries received from audience members as a basis for comparing media vehicles or advertisements. The inquiries may be unsolicited, solicited by coupon or other overt provocation or solicited by a hidden offer.

**INSERT**

A printed piece prepared for insertion into a publication or another printed piece.

**INSTITUTIONAL ADVERTISING**

Advertising on behalf of a corporation or institution rather than a product. The purpose of such advertising is to build favorable attitudes toward the corporation or institution rather than to increase the purchase probability for a specific product.

**INTAGLIO**

Design that is raised from its background material. Opposite of "bas relief."



**INTENSITY**

The strength of a color.

**ITALIC**

In type, letterforms that slope to the right — *like this*. If they slope to the left, they're called "backslant."

**JOBBER PRICE**

The lowest price at which a premium supplier will sell his products. This is the price paid by the middlemen who sell premiums to end users.

**JUSTIFY**

To set type so that both left and right margins of all text lines are vertically aligned, giving a "squared-up" appearance because all lines are the same length. Type set in this manner is said to be justified.

**KEEPER**

A premium offered in direct-mail marketing for accepting a free trial of the sale merchandise and to be kept by the consumer even if the trial item is returned.

**KERN**

To add or delete space between pairs of adjacent characters.

**KEYLINE DRAWING**

An outline drawing on finished art to indicate the exact shape, position and size for such elements as halftones and line sketches.

**LTM**

Less than minimum: Any quantity below the smallest quantity listed in a product's pricing grid.

**LAMINATED**

Coated with a clear plastic or two separate sheets of paper joined together as a single sheet to provide a special thickness or varying colors from side to side.

**LASER ENGRAVING**

A process in which an optically-read or stenciled art/copy is engraved (burned) into a material by a laser beam. Wood is the most common lasered material, but acrylic, some plastics, marble, leather and paper are also used. Metal requires specialized lasers.

**LASER PRINTER**

Printing machine usually associated with producing hard-copy computer output. Utilizes laser light to scan text/graphic images, transferring them to a photo-sensitive drum for printing. Can deliver high resolution, as much as 9,000 dots psi (per square inch).

**LASER PRINTING**

Computer-peripheral printing, accomplished by a laser beam, toner and fuser system.

**LASER PRINTOUT**

A black-and-white copy printout from a laser printer of a computer file. Used mainly for proofing, although higher resolution printers now produce printouts that may be considered camera ready.

**LAYOUT**

A design, drawing or arrangement containing ad copy showing how final ad reproduction will look.

**LEADING**

Spacing between lines of type. To "add lead" is to increase those spaces.

**LENTICULAR PRINTING**

A process of creating multi-dimensional, animated or bi-view effects by photographing with an extremely fine screen and placing plastic made up of tiny lenses over the top. Sometimes called xography.

**LETTERPRESS PRINTING**

The original method of mechanical printing, still used though to a lesser extent, based on relief printing. In other words, the ink is transferred from raised metal or rubber to the receiving surface. Also called rubber-plate printing.

**LETTERSPACING**

Addition of space between individual letters to improve appearance.

**LINE ART**

Black-and-white illustration of reproduction quality. Not converted into dots as is a halftone.

**LINE CONVERSION**

A photographic technique of changing continuous tone art to line art for special effects.

**LINE COPY**

Any copy that can be printed without using a halftone screen.

**LINE DRAWING**

A drawing using only lines and solids with no halftones.

**LINE ILLUSTRATION**

Any high contrast illustration including type lines if they are to be produced as an illustration.

**LINE NAME**

The name of the line of products a supplier offers. This name often does not resemble the supplier's corporate name.

**LITHO LAMINATING**

The process of mounting a printed lithography sheet to single-face corrugated to produce a display-quality piece of structural corrugated.

**LITHO (LITHOGRAPHY)**

A generic term for printed material. Most typically used to refer to offset printed paper that is intended to be mounted to a display.

**LOGOS/TRADEMARKS**

A firm's registered symbol, outline, drawing, picture, brand, abbreviation or unusual type style of letter, word or brand name. Used in identifying and advertising and becomes recognized as synonymous with that particular company, brand or service.

**LOGOTYPE**

A firm's name, address, trademark, brand name or the like presented in a particular lettering style or format.

**LOUPE**

A magnifier that allows close-up inspection of film, art and printing.

**LOWER CASE**

Small letters as opposed to capital letters.

**MAIL-IN**

A premium consumers can order through the mail with proof-of-purchase on a free or self-liquidation basis.

**MAILING TUBES**

Durable paper or plastic tubes used to transport calendars, posters and similar products by mail.

**MAIL-ORDER ADVERTISING**

Advertising transmitted by mail and/or advertising to solicit merchandise orders made and fulfilled by mail.

**MAKE-READY**

All preparatory work done prior to running a press.

**MARGIN**

The area or space around a group of design elements.

**MARKET PROFILE**

A description in demographic, psychographic, etc. Terms of those people who use a particular product and thus constitute its market.

**MARKET SEGMENTATION**

A breakdown of a market into subsections each with relatively distinct and homogeneous demographic, psychographic and/or consumption characteristics.

**MARKET SHARE**

The proportion of sales in a product market that is held by an individual brand of that product.

**MARKETING FIRM**

In the promotional products industry, a company which provides marketing services for one or more supplier companies.

**MARKETING MIX**

The blending of a variety of marketing elements (price, product, packaging, distribution, information, promotion, public relations and advertising) into a marketing program.

**MAS/CAS ALUMNI ASSOCIATION**

Organization for individuals from the promotional products industry who have earned their MAS (Master Advertising Specialist) or CAS (Certified Advertising Specialist) certifications by accumulating continuing education units (CEU's) and passing the MAS or CAS certification exam.

**MASS MEDIUM**

A medium that reaches large numbers of people simultaneously or within a relatively short period of time, such as radio, television or newspapers.

**MATTE FINISH**

Dull paper finish without gloss or luster.

**MECHANICAL**

The final make-up of a printed advertisement before being transformed into a printing plate. The mechanical thus is the original of the finished advertisement and includes finished photography, art and/or type as they will appear in the advertisement when it is reproduced.

**MEDIA PLANNING**

The process that develops media goals, media strategies and specific media plans to implement these goals and strategies.

**MEDIA REPRESENTATIVE**

An individual or firm that acts as a sales representative for a variety of non-competing broadcast stations or publications.

**MEDIA STRATEGY**

Strategy that is concerned with how advertising messages will be delivered to consumers. Media strategy involves two basic elements: identifying the characteristics of consumers who should receive advertising messages and defining the characteristics of the media that will be used for the delivery of the advertising messages.

**MERCHANDISE PROOF**

A product imprinted with the specified design and copy of an issued purchase order. Its purpose is to clarify the appearance of the product and the imprint prior to manufacturing.

**MERCHANDISING OF ADVERTISING**

Conveying information about products' advertising program to the company sales force and, through the sales force, to key elements in the products' distribution system.

**MONOGRAMMING**

The process used to place initials, names, titles and positions on textiles, generally done with the embroidery process.

**MOIRE**

The undesirable screen pattern caused by the clash of dot patterns when two or more screens are used.

**MOUNTING & FINISHING**

The manufacturing of a display, applying litho, die-cutting and assembly.

**MULTILINE REP**

A sales representative hired by one or numerous vendors/suppliers to sell and represent their respective product lines. Multi-line reps work generally in the field assisting sales efforts with the distributor base.

**NIC**

Products that are Not in Catalog; products that have been added to the supplier's line after the catalog is printed.

**NEAR-PACK**

A term for a direct premium in the grocery industry (derived from on-pack and in-pack).

**NEGATIVE**

Reproduction of an image with opposite density values of the original. For example, white areas appear black and black areas appear white. Most generally used on film for printing processes.

**NET PRICING**

The bottom-line cost for a product or service provided by the vendor/supplier.

**NEWSPRINT**

Paper made mostly from groundwood pulp and small amounts of chemical pulp; used for printing newspapers.

**NONREPRO BLUE**

A color that does not reproduce in final production. Used in blue pencils and pens to mark instructions and correction on camera-ready art.

**OFFSET LITHOGRAPHY (OFFSET PRINTING)**

A printing method in which an inked image on a flat plate is transferred to a rubber surface before being pressed on the printing surface. The plate surface is treated to accept greasy ink in image areas that resist water and to accept water in non-image areas while resisting ink. In this method of printing, the ink is less likely to rub off after an object is handled as often happens with letterpress printing.

**ON-PACK**

A direct premium attached to the exterior of a product package or sometimes riding with it in a special sleeve, carton or film wrap.

**OPEN (GENERAL) LINE**

Supplier will sell to all distributors.

**ORPHAN**

A single word or very short line of text carried to the top of a column to end the paragraph.

**OVERLAY**

Clear acetate with design elements positioned on it in register to the base art. This is used for separating the different imprint colors.

**OVERPRINT**

Printing on a piece that already has been printed.

**OVERRUN**

An additional number of products in excess of what was originally ordered. Five to ten percent is generally considered customary and acceptable.

**PAD PRINTING**

A recessed surface is covered with ink. The plate is wiped clean, yet the ink remains in the recessed area of the plate. A silicone pad presses against the plate and pulls the ink out of the recesses. The pad then moves and presses directly against the product. Pad printing is excellent for imprinting small, unusually-shaped objects for which screenprinting is not practical. Small watch dials and cylinder shapes are some examples. This is not the most highly-recommended process for imprinting large areas; screen printing is better for large areas of ink coverage. Used in plastics, paper, ceramics, glassware, wearables, leather and vinyl.

**PANTONE MATCHING SYSTEM/PMS**

A universal numbered color scale used to match colors for printing. The number of each color indicates instructions for mixing inks to achieve that particular shade.

**PAPER PROOF**

Printed copy of the design as it will appear on the product. A paper proof includes type and artwork correctly positioned and sized for the image area of the product.

**PART-CASH REDEMPTION**

An option often included in coupon plans permitting the consumer to get premiums faster by redeeming fewer coupons with a cash amount.

**PASTE-UP**

The act of producing mechanical art.

**PELLON**

A thin felt type material that screen printers and embroiderers use to do strike offs and sample images for testing and review. Pellon fabric is economical and cost effect and comes in various colors and sizes. Can be purchased in sheets or on rolls.

**PER INQUIRY (PI)**

A means of media payment that is occasionally used in direct response advertising programs. The advertising medium is reimbursed at an agreed rate for each inquiry generated by a direct response advertisement appearing in the medium rather than at published time or space rates.

**PERCEIVED VALUE**

What someone believes merchandise to be worth. To successfully sell premiums, the consumer must be convinced the proposed premium is worth putting forth the extra effort required to earn the item.

**PERFORATE**

To cut or punch a line of small holes around a portion of printed material to facilitate the tearing out of that section.

**PERSONALIZE**

To imprint, silkscreen or engrave the recipient's name (company or individual) on a promotional product, premium or award.

**PHANTOM**

A transparent image (ghost) superimposed over a subject.

**PHOTO ETCHING (METAL)**

Process in which an illustration and/or copy is imprinted into metal, usually aluminum, by acid and then sealed by an anodizing process. This is popular for awards and plaques.

**PHOTOMECHANICAL TRANSFER (PMT)**

A Kodak diffusion transfer process used to resize or copy images (same as a photostat).

**PHOTOSTAT**

A black and white photographic reproduction of original art. A halftone photostat (PMT) is made when the photo is rephotographed through a halftone screen.

**PICAS**

A typesetting measurement (principally used in typesetting) that is equal to one-sixth of an inch or 12 points.

**PIGMENT**

In printing inks, the fine solid particles used to give color, body and opacity.

**PIXEL**

A unit of measure for digital images. It is used to describe the number of squares used to create a picture. The greater the number of pixels the more detail a image will have. The smallest dot that can be produced on a computer screen.

**PLATE**

An image carrier, rubber or metal which transfers the ink to the printing surface.

**PLAIN**

Typeface family that is usually medium weight.

**PLAIN SAMPLE**

Sample with no imprint.

**POINT**

A typesetting measurement used to designate type size. A point is equal to  $\frac{1}{72}$  of an inch and  $\frac{1}{12}$  of a pica.

**POINT-BASED SYSTEM**

A program in which recipients earn premiums based on an acquired number of points. Airline mileage and hotel frequent guest programs are examples.

**POINT-OF-PURCHASE ADVERTISING (POP)**

Advertising materials — displays, cards, etc. — which are placed within retail stores at the place where purchases are actually made.

**POINT-OF-PURCHASE ADVERTISING INSTITUTE (POPAI)**

The nonprofit trade association serving the interests of advertisers, retailers and producer/designers involved in point-of-purchase advertising.

**POP-UP BIN**

A corrugated display bin designed to set up easily.

**POSITIVE**

Reproduction of an image with the same density values as the original. For example, black areas appear black and white areas appear white.

**PRAESENT SERVICE INSTITUT GMBH (PSI)**

The European promotional products trade association comprised of manufacturers and distributors located all over the world.

**PREMIUM**

A product or service offered free or at a reduced price if the recipient performs some task, such as purchasing an item, meeting a sales quota, etc. Usually consumer-related.

**PREMIUM JOBBER**

Buys premium inventories at the jobber price.

**PREMIUM REP**

A specialized manufacturers' representative serving premium users; a commission salesperson representing several suppliers.

**PREMIUM SHOW**

An exhibition featuring displays of incentive suppliers.

**PREMIUM USER PRICE SHEETS**

Handouts at premium shows. These reflect show enduser prices, which are usually 10 percent higher than what the manufacturer is willing to sell his products for.

**PRE-PRODUCTION PROOF**

A test print. An actual print of the copy and design printed on the item to measure the quality and reproduction ability. This is done after an order is placed but before it is produced.

**PRESS PROOFS**

In color reproduction, a proof of a color subject on a printing press in advance of the production run.

**PRINTER FONT**

A set of character representations that are downloaded to a postscript printer; the quality of output depends on the printer itself.

**PRIVATE LABELING**

A product that is manufactured by one company under a specific label for another company.

**PRIZE**

Reward given to winner in a contest, sweepstakes or lottery, also sometimes refers to sales incentive award.

**PRO FORMA INVOICE**

An invoice that is issued as a manner of record and sent to the distributor prior to the shipment of products to confirm the specifications.

**PROGRAM SELLING**

An organized effort to analyze specific client objectives and develop a program that meets these objectives in part by the use of promotional products and ending with a review of the results.

**PROGRESSIVE PROOFS (COLOR KEYS)**

Process color proofs that show the reproduction of each color plate separately and in combination with each other.

**PROMOTION MARKETING ASSOCIATION**

A trade association of the promotion marketing industry. Membership includes marketer companies, manufacturers, retailers, promotion-oriented agencies and suppliers, law firms specializing in promotion law and colleges and universities.

**PROMOTIONAL PRODUCTS**

Useful items that can be imprinted with the name of a company or individual and given free to the end user without obligation.

**PROMOTIONAL PRODUCTS ASSOCIATION****INTERNATIONAL-PPAI**

The promotional products industry's international non-profit trade association.

**PROMOTIONAL PRODUCTS ASSOCIATION OF CANADA (PPAC)**

The Canadian association of industry suppliers and distributors.

**PROMOTIONAL PRODUCTS COLLEGE EDUCATION FOUNDATION (PCECF)**

This is an independent organization that is administered by PPAI to provide scholarship support for men and women working in the promotional products industry and their children.

**PROMOTIONAL PRODUCTS NETWORKING ASSOCIATION (PPNA)**

An organization that promotes networking and volunteer opportunities for all industry practitioners.

**PROOF-OF-PURCHASE**

Evidence (such as a receipt, label or coupon) indicating that a consumer has purchased a product or service. Also a box top, label, trademark, coupon or other token from a product, which qualifies a consumer to receive a premium.

**PUFF PRINTS**

A screening process, using "puff inks." After screening, the product is exposed to heat. A chemical additive in the ink will cause the ink to rise as it is heated to dry. This process must be used on a cotton weave material where the ink has something to latch on to. Therefore, it can not be used on nylon. Used on wearables, such as caps and hats, T-shirts.

**PYLON**

A tall point-of-purchase sign.

**RAG**

In paper-making, the amount of cotton fiber mixed with wood pulp to add stability and smoothness to the finished stock. Used mostly in bond and stationery papers. The more the "rag" content, the better the paper takes writing.

**RANDOM SAMPLE**

Single copy of a product with a random imprint, not prepared for a particular client.

**REAM**

500 sheets of paper.

**RECYCLED PAPER**

Paper made from old paper pulp. Used paper is de-inked and cooked in chemicals and reduced back to pulp, then made into paper.

**REDUCE**

To make smaller. When reducing artwork or copy for use on promotional products, one should be watchful of thin or small lines/lettering dropping out (e.g., disappearing because of reduction).

**REFERRAL PREMIUM**

A premium offered to customers for helping sell a product or service to friends or associates.

**REGIONAL ASSOCIATION COUNCIL (RAC)**

An organization of representatives from regional promotional products associations and the international association formed to promote cooperation and teamwork in projects benefitting the industry.

**REGISTER**

Positioning of elements in printing so their images will be located precisely as desired on the printed sheet especially with reference to applying additional colors.

**REGISTER MARKS**

Cross-hair marks applied to negatives, artwork, photographs or mechanicals to ensure precise register on the final product.

**REGISTRATION**

The correct alignment of color and other components of an imprint with each other and to the item on which they are to be imprinted.

**RESOLUTION**

The density of dots for any given output device. The unit of measure is dots per inch (dpi).

**RESTRICTED (SELECTIVE) LINE**

Supplier specifies minimum volume required to carry its line. Other restrictions may apply such as credit and geographic location.

**RETOUCHING**

The process that improves or highlights necessary details in a picture, photograph, print or drawing.

**REVERSE IMPRINT**

The copy, which normally prints in color, appears white (or the color of the product) against a colored background.

**REVERSE TYPE**

White type on a black (or other dark) background.

**RISER**

The part of a POP display that projects above the merchandise. Also an identifying sign or display projecting from the top shelf of an aisle or affixed to a pole.

**ROOM SHOWS**

Also called seminar shows. Usually comprised of no more than 25 supplier companies. Suppliers present seminars usually a half-hour in length about methods of selling and uses for their products to groups of distributors.

**ROTOGRAVURE(ROTO)**

Type of printing utilizing an etched copper cylinder. Most often used in high-volume printing such as Sunday supplements.

**RULE**

A line of varying thickness.

**RUN-AROUND**

In composition, the term describing type set to fit around a picture or other design element.

**SADDLE STITCHING**

A method of binding publications in which the pages are stapled together through the centerfold. The advantage of saddle stitching is that it permits the magazine to lie flat when opened. Another is that it is an inexpensive method of binding. This book is saddle-stitched.

**SALES INCENTIVE**

A premium or monetary reward offered to salespeople for attaining a specified performance level such as exceeding a sales quota during a given period.

**SAMPLE REBATE POLICY**

Many suppliers offer distributors a rebate against merchandise sales. The supplier determines the type of rebate (credit, distributor imprint samples, sample kits and catalogs), minimum sales volume to qualify for rebate, maximum percent of sales volume rebated and method of adjustment (check, credit memo). Therefore, the sample rebate policy of firms that choose to offer such will vary from supplier to supplier. The supplier also determines how and/or when rebates are computed (some compute rebates only at certain times of the year, some grant them immediately upon qualification, others notify distributors of rebates only upon request from the distributor).

**SANS SERIF**

Literally without serif; describes type that does not have the tiny crosslines at the end of the main letter strokes. Body type in this book is serif type and heads are sans serif.

**SCANNER**

Pre-programmed computerized color separation camera using high-intensity light or laser light to scan the original. Scanned images can then be placed into computer graphics programs and manipulated.

**SCORE**

To impress a mark in a sheet of paper, usually cover stock, to make folding easier and to make it lie flat.

**SCREEN**

Series of dots used to reproduce halftones or blended colors. As the percentage of screen increases, the color is printed darker.

**SCREEN CHARGE**

A charge by suppliers for creating a screen from artwork to be used for imprinting products.

**SCREEN FONT**

A set of characters, each represented by a bit map, that appears on the computer screen.

**SCREEN PROCESS PRINTING**

A method in which image is transferred to the surface to be printed by means of ink squeezed by a squeegee through a stenciled screen stretched over a frame. Screens are treated with a light-sensitive emulsion, and then the film positives are put in contact with the screens and exposed to a strong light. The light hardens the emulsion not covered by the film, leaving a soft area on the screen for the squeegee to force ink through. Screen printing is capable of printing on irregular shaped objects. Glass, plastic, fabric and wood are popular materials on which to screen print. Also called "silk screening."

**SCREEN TINTS**

A process in which shading and tinting are added to a line reproduction. Tints are made in a wide variety of patterns that are applied to the line artwork.

**SCRIPT**

Type resembling handwriting in which letters appear to join, /<sup>e</sup> ^u&.

**SELECTIVE MEDIA**

Advertising media such as promotional products and direct mail that can be targeted to specific, limited audiences as opposed to mass media that are more general.

**SELF COVER**

Common in booklet printing, a cover that is made of the same paper as the inside pages. This book is printed with a self cover.

**SELF-LIQUIDATOR**

A consumer premium offered (usually by mail) for proof of purchase and a cash amount sufficient to cover the merchandise cost plus handling and postage. May refer to any promotion in which the recipient pays the premium cost.

**SEMI-LIQUIDATOR (SEMI-SELF-LIQUIDATOR)**

A premium that has a cost only partially covered by the purchase price at which it is offered.

**SERIF**

Type that is characterized by tiny cross lines at the ends of the main letter strokes such as the words in the body of this book.

**SET UP AND RUNNING CHARGES**

Special charges added to certain products that are priced in the catalog without printing included in the price. The set-up charge covers the cost of preparing type for the copy on the press; the running charge covers the actual printing.

**SHEET-FED PRESS**

A printing press that takes paper previously cut into sheets.

**SHELF-STRIP**

An attention-getting POP device that slides into the price railing under a product. It is usually made of plastic, card stock or metal.

**SHELF TALKER**

A printed point-of-purchase card constructed to be placed on a shelf under a product and hang over the edge of the shelf showing an advertising message. It is often die-cut and held in place with pressure-sensitive tape.

**SHIPPING DATE**

The date an order should be shipped from the factory to the purchasing client.

**SIGNATURE**

A section of a book formed by folding or trimming a press sheet with four or more pages.

**SNIFFER**

A point-of-purchase display that uses odor to attract attention and interest.

**SOLID**

A printed area that does not contain type or other illustrations.

**SPECIAL MARKETS**

A general term that includes premiums, promotional products and direct response.

**SPECIALTY ADVERTISING**

A subset of promotional products.

**SPECULATIVE (SPEC) SAMPLE**

Single copy of a product prepared with the customer's ad copy produced before an order is placed and used exclusively to finalize the sale.

**SPIRAL BINDING**

A binding in which wires in spiral form are inserted through holes punched along the binding side.

**SPOT COLOR**

Color used usually for accent. It is less involved and therefore less expensive than process color.

**SPOT VARNISH**

Press varnish applied to a portion of the sheet.

**SPRINT**

A brief campaign within a longer sales-incentive program designed to maintain interest and excitement.

**STEP AND REPEAT**

The same image is printed continuously in a pattern on the same sheet of paper.

**STRIPPING**

Attaching, putting together or assembling in negative film to form the separate elements of a piece that will be printed.

**SUBLIMATION**

To convert (a solid substance) by heat into a vapor that on cooling condenses again to solid form.

**SUPPLIER**

A promotional products company which manufactures, imports, converts, imprints or otherwise produces or processes promotional products offered for sale through promotional products distributors.

**SWATCH PROOF**

A sample of the material of the product to be purchased, imprinted with the advertising artwork design and copy in the actual colors specified for the imprint of the product.

**SYNDICATOR**

Salespeople who sell premiums to specific industries. For example, there are bank syndicators, insurance syndicators and supermarket syndicators.

**SYQUEST DISK**

A portable magnetic medium on which the computer stores information. Syquest disks are popular in some industries, however the user should always confirm that all parties have the ability to read a Syquest disk before it is sent.

**TABLE TOP SHOWS**

A show on which supplier companies display their products on tables rather than in rooms or booths.

**TEST**

Any of a half dozen methods of measuring appeal of a premium in advance of a promotion. Frequently done by personal interviews, sometimes by a mail ballot or split-run newspaper advertising.

**TEXT**

The body matter of a page or book as distinguished from the headings.

**THERMOGRAPHY**

A process for imitating copperplate engraving, such as on calling cards, by dusting the freshly printed ink surface with resin powder which, when heated, fuses with the ink to form a slightly raised surface. The finished product is very similar to embossed printing in feel and appearance but is much less expensive.

**TINT BLOCK**

A photoengraving used to print tints of any percentage of a solid color.

**TIP-IN**

Preprinted piece bound or partially bound into a periodical. Used usually as a response device.

**TOOTH**

A characteristic of paper, a slightly rough finish, which permits it to take ink readily.

**TRADE ADVERTISING**

Advertising directed at members of the wholesale or retail trade.

**TRADE CHARACTER**

A visual identification or personification of a particular brand of merchandise or of a particular advertiser. For example, Tony the Tiger is the trade character of Kellogg's Frosted Flakes.

**TRAFFIC BUILDER**

A promotional product or premium designed to get consumers to come to a store or to a trade show.

**TRANSPARENCY**

A full color translucent photographic film positive.

**TRANSPOSE**

To exchange the position of a letter, word or line with another letter, word or line.

**TRAP**

In printing when one section of the art slightly overlaps another to avoid any possibility of holes.

**TRAVEL INCENTIVE**

A trip offered to salespeople or dealers as a reward. Often tied in with sales meetings at resort areas.

**TRIM SIZE**

Finished size of a printed piece after waste is trimmed away.

**TYPEFACE**

General term used to describe the styles of lettering available in typesetting. The five general classes of typeface: Roman, italic, script, Gothic, and text.

**TYPEFACE FAMILY**

Type fonts that have the same general appearance. One font may have light, medium, bold, italic, condensed or extended versions.

**TYPESET**

To create type of a quality usable for reproduction whether electronically or mechanically.

**TYP0**

Abbreviation for "typographical error" within a text block.

**UNDERRUN**

A number of product less than what was originally ordered.

**VARNISH**

A thin, protective coating applied to a printed sheet for protection, appearance or to prevent fingerprinting.

**VELLUM**

In papermaking, a toothy finish which is relatively absorbent for fast ink penetration.

**VIGNETTE**

An illustration in which the background fades gradually away until it blends into the unprinted paper.

**WASTE CIRCULATION**

Media circulation that reaches non-advertiser prospects. This term is most frequently used in connection with geographic waste circulation but is equally apt whenever a non-prospect is reached by advertising.

**WEB-FED PRESS**

A press that accepts a roll of paper and prints in a continuous web.

**WEIGHT**

Visual effect of the thickness or thinness of text, rules or logos. Bold text has more visual weight than non-bold text.

**WHITE SPACE (OR NEGATIVE SPACE)**

Space on a page not occupied by type, pictures or other elements.

**WIDOW**

Line of type less than the full width of the column usually at the end of a paragraph.

**WOVE PAPER**

Paper having a uniform unlined surface and a smooth soft finish.

**XEROGRAPHY (PHOTOCOPIES)**

The formation of pictures, or copies of graphic materials, by the action of light on an electrically charged surface in which the image is usually developed with powders. A generic process, but predominantly associated with the Xerox Corporation.

**X-HEIGHT**

The height of lower case letters (typically the height of the letter "x") relative to the upper case letters in a font.

**ZIP DRIVES**

A portable magnetic medium on which the computer stores information. Zip disks are popular with most computer users, however the user should always confirm that all parties have the ability to read a Zip disk before it is sent.



# COMPUTER, INTERNET AND TECHNOLOGY TERMS

## ASP

Active server pages: A programming language, widely used on the internet, to build custom programs for web sites.

## ATTACHMENT

A file or program sent along with an email message

## BITS PER SECOND (BPS)

The amount of data that can be transmitted over a communications medium.

## BROWSER

Software to view the graphical "pages" of the World Wide Web.

## BULLETIN BOARD SYSTEM (BBS)

A computer service similar to an online service, but usually smaller (and cheaper) with fewer users, fewer features and a narrow focus. A bulletin board is also any online of Internet area for posting messages.

## CAD/CAM

Computer assisted design/computer assisted makeup.

## CHAT ROOMS

Areas on an online service, BBS or the Internet that allow real-time, typed-in communication with other people.

## CLIENT/SERVER

A relationship between programs running on separate machines in a computer network. The server provides services; the client consumes sendees. An HTTP server provides web pages accessible by many clients simultaneously.

## CRT

Cathode ray tube, a video display or monitor.

## CYBERSPACE

The metaphoric space where electronic communication takes place. Everything in cyberspace is "virtual"—not physically real, perhaps, but a shared experience nonetheless.

## DOMAIN NAME

Denotes the name of a specific Internet area controlled by a company, school or organization. Our domain name is ppa.org.

## DOWNLOAD

To electronically copy a file to your computer from another computer.

## E-COMMERCE

A business transaction that takes place via two computers.

## E-MAIL

Electronic mail messages from one user to another (or to a group).

## EMOTICONS

Also called smileys or winks, they are little faces made from punctuation marks that add body language to cybercommunication. A smiley looks like this:) or, with a nose, like this:-) and a wink is this,).

## .EPS FILE

Stands for encapsulated post script, a programming language Encapsulated PostScript (EPS). A standard file format for importing and exporting PostScript® language files among applications in a variety of heterogeneous environments-associated with page layout and graphics

## FAQ (FREQUENTLY ASKED QUESTIONS)

Lists of answers to frequently asked questions are usually posted in newsgroups to help newcomers get grounded on a particular topic.

## FORUM

An online area focusing on a particular topic; some on line areas have bulletin boards, chat rooms and libraries.

## FTP (FILE TRANSFER PROTOCOL)

Away to download remote files over the Internet.

## GIF (GRAPHIC INTERCHANGE FORMAT)

A graphic file format developed by CompuServe. Most images that appear on the web are in GIF format.

## HTML (HYPERTEXT MARKUP LANGUAGE)

The coding method used to format documents for the World Wide Web. Web browsers display text, graphics, and links on a web page by translating HTML tags.

## HTTP (HYPERTEXT TRANSFER PROTOCOL)

The Internet protocol that the web uses to send information to the client, so the client browser can view web pages.

## HOME PAGE

A main page on the web. Companies and organizations have home pages that serve as virtual brochures; individuals' home pages often share personal passions.

## HYPERLINK/HOTLINK

The device that drives intuitive navigation on the web. Click on a hyperlink or hotlink (usually a graphical icon), and you'll jump to another page within the site you're perusing, or another home page entirely.

## ISDN (INTEGRATED SERVICES DIGITAL NETWORK)

Digital telephony scheme that allows two simultaneous connections over the same wire; can include audio or data.

## ISP (INTERNET SERVICE PROVIDER)

A company that provides access to the Internet.

**JPEG (JOINT PHOTOGRAPHIC EXPERTS GROUP)**

An algorithm for compressing still images. Motion-JPEG, a variation of JPEG, is used to compress moving images.

**KEYWORD**

A word by which subjects can be searched on databases and online services.

**MODEM**

The communications device that transmits data between single computers, Internet servers, online services and BBS's.

**NEWSGROUPS**

Internet message areas that serve communities with specific interests.

**PICT**

File format for object-oriented graphics. PICT files can be written and read by many applications, and most page layout programs can import (place) PICT files.

**PDF (PORTABLE DOCUMENT FORMAT)**

A standard used by Adobe Acrobat to display any sort of document on any computer. Adobe Acrobat Reader is available to download at <http://www.adobe.com>.

**RASTOR FILE**

A digital image, built, using tiny dots to make lines and fills. Rastor files tend to be large files.

**RAM**

Random access memory, measured in megabytes. The higher the number, the more space available for storing data, such as downloaded fonts.

**RESOLUTION**

The sharpness of text and graphics provided by any printer or output device, measured in dots per inch.

**SEARCH ENGINE**

A utility that locates resources via searches for keywords and subject headers. Yahoo (<http://www.yahoo.com>) and Lycos (<http://lycos.cs.cmu.edu>) use search engines.

**SNAIL MAIL**

U.S. Postal Service, disparagingly.

**SURFING THE NET**

Navigating the Internet — usually random web browsing.

**TCP/IP (TRANSMISSION CONTROL PROTOCOL/  
INTERNET PROTOCOL)**

This set of protocols makes Telnet, FTP, mail, and other services possible among computers that don't belong to the same network.

**TIFF (TAG IMAGE FILE FORMAT)**

A standard file format used for scanning, storing and interchanging color and gray scale graphic images.

**UNIX**

An operating system invented in 1969 at AT&T Bell Laboratories that was made available to researchers and students in 1973. It was used to develop the Internet's communication protocols.

**UPLOAD**

To send a copy of a file from your computer into another computer.

**URL (UNIFORM RESOURCE LOCATOR)**

Describes the location and access method of a resource on the Internet. All web sites have URLs.

**USENET**

A network for distributing news items and messages; often referred to simply as newsgroups. See "newsgroups."

**URL (UNIFORM RESOURCE LOCATOR)**

The address of an Internet site. All web URLs start with <http://>.

**VECTOR FILE**

A digital image, built, using mathematical equations to describe lines and fills. Vector files tend to be small files.

**WORLD WIDE WEB (WEB)**

The fastest-growing part of the Internet. It's multimedia-capable, intricately interlinked and set up for viewing in colorful magazine-style "pages" containing text, photos and sounds.

# XML GLOSSARY TERMS

## **BIZ TALK**

An industry initiative by Microsoft and supported by a wide range of organizations. BizTalk is a community in electronic commerce and application integration through the BizTalk Framework, a set of guidelines for how to publish schemas in XML.

## **CDF (CHANNEL DEFINITION FORMAT)**

Microsoft's XML-based file format for description of channel information.

## **CSS (CASCADING STYLE SHEETS)**

A means of defining certain document elements (paragraphs, headings, fonts colors, positioning, backgrounds) with style rules instead of additional markup tags.

## **DOM (DOCUMENT OBJECT MODEL)**

A platform and language neutral interface that allows scripts and programs to access and update dynamically the content, structure, and style of documents. It provides a standard set of objects for representing HTML and XML documents, a model for how these objects can be combined, and interface for accessing and manipulating them.

## **EDI (ELECTRONIC DATA INTERCHANGE)**

The electronic communication of business transactions between organizations, XML complements EDI because it can be used to exchange e-commerce information.

## **GXML (GUIDELINE XML)**

A file structure supported by EDI software company Edifecs Commerce that allows the open exchange of electronic commerce guidelines.

## **HTML (HYPERTEXT MARKUP LANGUAGE)**

A nonproprietary methodology for creating Web pages. HTML defines the page layout, fonts, graphic elements, and hypertext links to other Web documents by embedding tags (codes) within the text.

## **HY TIME (HYPERMEDIA/TIME-BASED STRUCTURING LANGUAGE)**

A language that specifies the hypermedia structure of documents.

## **IETF (INTERNET ENGINEERING TASK FORCE)**

An organization working group that identifies problems and proposes technical solutions for the Internet. They publish XML-related RFC's (Requests for Comments) and specifications.

## **LT XML**

An integrated set of C++ and Java-based XML tools from the Language Technology Group for processing XML documents.

## **LAYMAN-BRAY**

A proposal of XML namespaces (groups of names defined according to some naming convention) that ensures that names remain unambiguous even if chosen by more than one author.

## **MATHML (MATHEMATICAL MARKUP LANGUAGE)**

An XML methodology for describing mathematical notations on the Web, just as HTML does for ordinary text.

## **METADATA**

Data that describes other data. Metadata about an XML document is described in the DTD or in the XML document itself, enabling other applications to interact with it.

## **METALANGUAGE**

A language that describes other languages. SGML and XML can be considered metalanguages because they define markup languages.

## **OASIS (ORGANIZATION FOR ADVANCEMENT OF STRUCTURED INFORMATION SYSTEMS)**

A consortium of companies and individuals that collects and publishes XML specifications designed by DTD's and schemas. By standardizing specifications, OASIS hopes to advance the open interchange of documents and structured information objects.

## **OSD (OPEN SOFTWARE DESCRIPTION FORMAT)**

An XML-based specification designed by Microsoft and Mqarimba to automate software distribution. OSD uses unique XML tags to describe software packages.

## **RDF (RESOURCE DESCRIPTION FRAMEWORK)**

A model for describing and interchanging metadata. It allows a Web site to describe its dynamic (user-created) content without having to store static pages that contain that content.

## **RFC (REQUEST FOR COMMENTS)**

A document used by the IETF to describe the specifications for a recommended technology.

## **SCHEMA**

A system of representing data modes that defines the data's elements and attributes, and the relationship among elements.

## **SGML (STANDARD GENERALIZED MARKUP LANGUAGE)**

The "mother of all markup languages," it's a metalanguage used to construct other markup languages. XML is designed to be "an extremely simple dialect of SGML", (per W3C XML specs) for the Web.

## **SMIL (SYNCHRONIZED MULTIMEDIA INTEGRATION LANGUAGE)**

A language designed to integrate multimedia objects into a synchronized presentation.

## **UNICODE**

A superset of ASCII character set, this 16-bit character encoding scheme includes not only the standard Roman and Greek alphabets, but also mathematical symbols, special punctuation, and non-Roman character sets (Hebrew, Chinese, etc.).

## **URI (UNIFORM RESOURCE IDENTIFIER)**

The addressing technology by which URLs (Uniform Resource Locators) are created. Technically, `http` and `ftp` are specific subsets of a URI.

## **XFRML (EXTENSIBLE FINANCIAL REPORTING MARKUP LANGUAGE)**

The new "digital language of business" supported and proposed by the American Institute of Certified Public Accountants, which allows the financial community to exchange and make analyze a variety of financial reports. Still a work in progress.

## **XHTML (EXTENSIBLE HYPERTEXT MARKUP LANGUAGE)**

The "XML-ization of HTML"—essentially the "newest version" of HTML which extends its functionality to support a wider range of devices and applications.

## **XLINK**

A package of hyperlinking functionality that comes in two parts. "Xlink" governs how links are inserted into an XML document; "XPointer" determines the identifier that goes on a URL, when linking to an XML document from somewhere else, such as another Web page. Formerly known as XLL (Extensible Linking Language).

## **XLL (EXTENSIBLE LINKING LANGUAGE)**

The standard for describing links among objects in XML documents. (See Xlink)

## **XMI (SML METADATA INTERCHANGE)**

An open information interchange model intended to give developers working with object technology the ability to exchange programming data over the Internet in a standardized way, bringing consistency and compatibility to application created in collaborative environments. XMI is intended to be either stored in a traditional file system or streamed across the Internet from a database or repository.

## **XML (EXTENSIBLE MARKUP LANGUAGE)**

A data format for structured document interchange that is more flexible than HTML. While HTML's tags are predefined, XML allows tags to be defined by the developer of the page. Thus XML-defined Web pages can function like database records.

## **XML DIALECT**

Any "flavor" of XML defined by a DTD that is designed to support a specialized purpose, such as BIOML (BIOpolymer Markup Language), MathML, CDF, TalkML (an experimental XML for voice browsers), XFRML, etc.

## **XML EDITORS**

Software that allows basic data/metadata editing functions and explicit control over XML markup. Products run the gamut from simple editors for small documents, such as Language Technology Group's XED, to more full-featured XML "word processors," such as Icon's XML Spy, Vervet Logic's XML Pro, and SoftQuad's Xmetal.

## **XML ENTITIES**

Special sets of characters that help expand document content without increasing the overall character count. Internal entities act as typing shortcuts or macros; external entities incorporated content from outside sources into the main document.

## **XML NAMESPACES**

Away of defining each element type and attribute name in an XML document unambiguously (through associations with specific URL's) so that two or more XML-based languages may be used in that document without creating a conflict.

## **XL PROCESSOR**

A software module that reads XML documents and provides access to their content and structure. The processor does its work on behalf of another module, called the application. The processor reads the XML data and provides the application with the information.

## **XML-QL (XML QUERY LANGUAGE)**

A query language from XML, which like SQL, has SELECTWHERE construct and uses features of query languages developed for semi-structured XML-QL is competing proposal to XPath, but is not likely to be adopted as a recommendation by the W3C.

## **XPATH (XML PATH LANGUAGE)**

Away of referencing information within an XML document intended as a bridge between XPointer and XSLT. XPath uses a directory notation to perform queries through the select Nodes architecture and lets you determine which elements within an XML document satisfy given set of criteria.

## **XSL (EXTENSIBLE STYLE LANGUAGE)**

The style standard for XML. Like CSS, it specifies the presentation and appearance of an XML document.

## **XSLT (XSL TRANSFORMATIONS LANGUAGE)**

A language used to transform (reformat) XML documents into other XML documents. XSLT supports both push and pull transformations and is designed to be used independently of XSL; however, it not intended to function as a general purpose XML transformation language.