



BUSINESS  
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# Dictionary of Marketing Terms

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Third Edition

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More than 4,000 terms and definitions cover consumer marketing, e-commerce, advertising art, copy, production, radio and TV advertising, media analysis, retail, direct mail, relationship marketing, business-to-business promotion, and much more

Examples provide a working knowledge of the terms

Indispensable for small business owners, web marketers, managers, sales, marketing, and production professionals, copywriters, direct mail professionals, business students, media analysts, art directors, and consumers seeking an inside understanding of marketing

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# DICTIONARY OF MARKETING TERMS

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THIRD EDITION

by

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## PREFACE

The codfish lays ten thousand eggs,  
The homely hen lays one.  
The codfish never cackles  
To tell you what she's done.  
And so we scorn the codfish,  
While the humble hen we prize,  
Which only goes to show you  
That it pays to advertise.

Anonymous

“It pays to advertise” has been a part of our vocabulary and a part of our collective consciousness far longer than such terms as VCR or Social Marketing. But advertising is really only one component of the broader concept—*Marketing*. This concept encompasses the entire process involved in the transfer of goods and services from the producer of those goods and services to the consumer. The process includes the visualization of the product, the research and development of the product, the measurement of the product's relative value, the perception of the consumer of the product, the legal ramifications of the product, and the methods and avenues for promoting the product. As such, effective marketing calls upon skills in a wide variety of areas.

Marketing plays a major role in our daily lives both, as providers of goods and services and as consumers. From the time of birth through retirement, marketing has a major affect on a great many of our decisions. What doctor our parents select, what style baby furniture we grow up with, where we live, how we live, what brand of toothpaste we use, what schools and colleges we attend, what car we drive, how we consider travel options, where we retire—all these things are influenced by marketing. As providers of goods and services, marketing affects such things as what prices we charge, where and how to sell our products, what features we promote, how we select a client base, and what services we offer.

Our intention in writing this book is to provide you with the vocabulary you need to employ the tools of the trade as well as to provide a comprehensive resource. The definitions here touch upon all facets of marketing, including product planning, consumer analysis, public relations, sales promotion, marketing philosophies, direct marketing, e-commerce, and advertising. Whether you are a student, novice, specialized advertiser, marketing expert, or someone who works in a related field such as communications or development, the lexicon of

marketing is an active part of your vocabulary.

In one easy to use source, *Dictionary of Marketing Terms* provides functional, lucid definitions of the terms particularly applicable to the field of marketing. Bearing in mind that the language is constantly evolving, we have compiled this book as a practical, working reference for anyone interested in practicing or understanding effective marketing. Quality and integrity have been the passwords for our research in our efforts to define the world of marketing in a comprehensive, convenient, and clear fashion.

## PREFACE TO THE THIRD EDITION

Welcome to the third edition of *Dictionary of Marketing Terms*, the dictionary that marketing professionals, media analysts, copywriters, small business owners, advertisers, teachers, students, and interested consumers have found so very useful over the past decade in their search for an inside understanding of marketing. In this new edition, we have added nearly 300 new terms that have come into use since the publication of the last edition and updated some 300 others, creating a reference tool that is wired for the twenty-first century. This lexicon of marketing includes terms from all of the various fields associated with the industry: advertising, wholesaling, direct marketing, retailing, broadcast and print media, e-commerce, desktop publishing, market research, and many more.

The marketing landscape is fiercely competitive and complex, and an explosion of new terms is an indicator of how marketing professionals are changing the face of marketing in the new millennium. Accurate communication in this landscape is essential; thus, in our effort to prepare our readers, we have integrated the language of today's newest technology—the Internet, CD-ROM, and interactive multimedia—with traditional and emerging marketing definitions. Each entry is defined in all its current marketing contexts. Related areas are thoroughly cross-referenced to help create a broader, more contextual understanding. We have also added a wealth of synonyms, abbreviations, and commonly used acronyms to further enhance the dictionary's usefulness as a complete language reference source. The result, we hope, reflects the basic foundations of marketing in the twenty-first century in addition to providing an easy source of reference.

Of course we realize that a dictionary such as this is never complete. The language of marketing is a living thing that changes as the discipline advances, and so we invite readers to submit suggestions or changes that will contribute to the evolution of the text and that may be incorporated into the next edition. In the meantime, we offer this third edition of *Dictionary of Marketing Terms* containing more than 3,750 concise definitions as the definitive marketing reference tool for the next century!

JI and B-AT  
March 2000



## HOW TO USE THIS BOOK EFFECTIVELY

**Alphabetization:** All entries are alphabetized by word rather than by letter, following the axiom that *nothing comes before something*. For example, **fade out** precedes **fadeometer**, and **runaround** follows **run charge**. A hyphen is treated as a space but slashes are not, so **pop-up** precedes **population** and **N/S**, **N/S draw**, and **N/S returns** comes between **notification date** and **nth-name selection**. In unusual cases (such as **ABEND**, **ACORN**, or **FIM mark**), abbreviations or acronyms (initialized nomenclature that are often a dominant factor in the language of advertising and direct mail) appear as entries in the main text, in addition to appearing in the back of the book in the separate listing of abbreviations and acronyms. This occurs when the short form, rather than the formal name, predominates in the common usage of the field. For example, **ACORN** is more commonly used in speaking of “A Classification of Residential Neighborhoods” than the name itself; thus, the entry is at **ACORN**. Numbers in entry titles are alphabetized as if they were spelled out.

Many words have distinctly different meanings, depending upon the context in which they are used. The various meanings of a term are listed by numerical or functional subheading. Readers must determine the context that is relevant to their purpose.

**Abbreviations and Acronyms:** A separate list of abbreviations and acronyms follows the A-to-Z definitions.

**Cross-References:** To add to your understanding of a term, related or contrasting terms are sometimes cross-referenced. The cross-referenced term will appear in SMALL CAPITALS either in the body of the entry (or subentry) or at the end. These terms will be printed in small capitals only the first time they appear in each entry. Where an entry is fully defined by another term, a reference rather than a definition is provided—for example: **basher** *see* SCOOP.

**Italics:** Italic type is generally used to indicate that another term has a meaning identical or very closely related to that of the entry. Occasionally, italic type is also used to highlight the fact that a word or phrase used has a special meaning to the trade. Italics are also used for the titles of publications.

**Parentheses:** Parentheses are used in entry titles for two reasons. The first is to indicate that an entry’s opposite is obvious from a single discussion of the term; for example, **zoom in (out)**. The second reason is to indicate that an abbreviation is used with about the same frequency as the term itself; for example, **Federal Trade Commission (FTC)**.

**Special Definitions:** Organizations and associations that play an active role in the field are included in the dictionary along with a brief statement of their mission. They are also listed by initials in the Appendix under Abbreviations and Acronyms.

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## A

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**A-B split** method of random sampling that splits a list of names into two equal groups on an every-other-name basis. One group can then be used as a CONTROL group and the other as a TEST PANEL. The method is widely used for direct mail promotion testing as well as for most other types of research measuring the response of groups of people to various stimuli, such as advertisements, television shows, and new food products. This type of split eliminates the possibility of sampling errors that might occur from taking whole sections of a list—such as the selection of people who live near each other or of people who share a common ethnic heritage. For example, selecting names that start with “O” would heavily bias the sample toward people of Irish descent. See also NTH-NAME SELECTION; SPLIT TEST.

**A county** *see also* ABCD COUNTIES.

**AA rating** *see* AVERAGE AUDIENCE RATING.

**AAAA spot contract** standardized contract prepared by the AMERICAN ASSOCIATION OF ADVERTISING AGENCIES and used by a national advertiser in the purchase of radio or television commercial time on a market-by-market basis (as compared to a NETWORK BUY). The contract is generally drawn between the advertising agency and the SPOT TELEVISION supplier and specifies the terms of the purchase, such as the number of SPOTS (commercials), the times they’ll be shown, the cost, and the specific time period (i.e., a week, a month, 6 weeks, or 13 weeks). *See also* MARKET-BY-MARKET BUY.

**abandon rate** percentage of the calls made by an automatic dialing device to prospective customers or by customers to a telemarketer that are not intercepted by a live operator before the prospect/customer disconnects. High abandon rates indicate that the telemarketer is not properly managing resources such as personnel and phone lines. Most telemarketers strive to maintain an abandon rate of less than 2%. *See also* AUTOMATIC DIALER; CALL BLOCKAGE; NO-OP; PREDICTIVE DIALER.

**ABC (analyzed) issue** issue of a periodical used by a publisher to supply statistical information for the required biannual ABC STATEMENT and presumed to be representative of all issues during that six-month period. The BUSINESS PUBLICATIONS AUDIT OF CIRCULATIONS organization requires that the May and November issues be used. The AUDIT BUREAU OF CIRCULATIONS, on the other hand, allows publishers to select two issues of their choice, enabling them to choose issues that are expected to sell in a quantity closest to the RATE BASE. The information reported on each analyzed issue includes both subscription and newsstand sales data. *See also* VERIFIED AUDIT CIRCULATION CORPORATION.

**ABC statement** statement filed twice yearly by a periodical publisher to report statistical information about the periodical as required by either the AUDIT BUREAU OF CIRCULATIONS (ABC) or the BUSINESS PUBLICATIONS AUDIT OF CIRCULATIONS (BPA); also called *publisher's statement*. The statement must report information regarding the paid CIRCULATION on an issue-by-issue basis for a six-month period. ABC requires that the statement show circulation by SOURCE, type, location, and selling price relative to BASIC RATE. BPA requires additional DEMOGRAPHIC information, such as the readers' occupations and the industries of employment in terms of the STANDARD INDUSTRIAL CLASSIFICATION (SIC) code. Used by advertisers when selecting periodicals in which to place advertisements, the publisher's statement identifies readers who would be exposed to their ads. The ABC consumer magazine statement is printed on pink paper and is sometimes referred to as the *Pink Sheet*. It is in use months before it is actually audited by ABC or BPA.

Publishers choose to file either an ABC statement or a BPA statement depending upon the type of advertiser they hope to attract. ABC statements are used primarily by consumer goods advertisers, BPA statements and by industrial goods advertisers. While it is possible to sell advertising space without publishing a statement, most advertisers prefer to do business only with publications that do provide an audited statement. *See also* ABC (ANALYZED) ISSUE; VERIFIED AUDIT CIRCULATION CORPORATION.

**ABCD counties** designations that serve as guides to advertisers and advertising agencies in the preparation of media plans, first used by the original ACNIELSEN COMPANY, to indicate counties in the United States by size of population (based on the most recent Census) and proximity to a central city or metropolitan area. All counties in the United States have only one designation.

*A County*: any county located in the 25 largest U.S. cities or their consolidated statistical urban areas.

*B County*: any county not designated as an A County that has population over 150,000 or is part of a consolidated statistical area with population over 150,000.

*C County*: any county or consolidated statistical area not designated as an A or B County that has population over 40,000.

*D County*: any county statistical area not designated as an A, B, or C County.

The consolidated areas are determined by the Federal Government Office of Management and Budget and are considered to be standard.

**abend** acronym for *abnormal ending* or termination of a COMPUTER PROGRAM. An abend can result from a computer program error, an operator error, or a machine malfunction.

**abeyance order** order for commercial television time in a time period that is not available when the order is placed.

**above-the-line cost** accounting term used by a commercial production company referring to initial budgeted expenses for the producer, director, cast, and scriptwriter working on the production of a specific commercial. This cost relates to nontechnical personnel and creative elements, such as artwork or graphics, in the commercial production. *See also* BELOW-THE-LINE COST.

**absorption** varying property of paper allowing it to soak up liquid. The degree of absorption of paper affects the quantity of ink needed to achieve a desired effect. For example, it is difficult to print a permanent address directly on the surface of glossy COATED PAPER, such as the cover of a magazine or catalog, since that type of paper does not absorb ink well. Address labels are usually attached to the covers of magazines and catalogs in lieu of directly printing the address.

**Accelerated Reply Mail (ARM)** service of U.S. Postal Service for expediting the delivery of BUSINESS REPLY MAIL from an originating postal facility to the addressee. ARM is most often used to expedite the receipt of orders and payments, reducing float by as much as one or two days and speeding the processing of orders. Marketers using ARM must print a different reply envelope for each geographical cluster of customers so that their payments and orders are addressed to the ARM facility nearest the customer rather than the postal facility nearest the marketer. At ARM facilities, reply mail is available for pickup at a postal window or loading dock by the marketer's agent, such as a FULFILLMENT house, accounting service, or bank, or it can be packaged and express mailed for overnight delivery to the marketer. For example, a New York City-based marketer with customers in Baltimore, Philadelphia, and Boston would print a different reply envelope for payments from each of those cities. Agents in each city would pick up the payments and deposit them locally. ARM is economical for mail volumes in excess of 250 pieces per day or payments averaging more than \$150 each.

### **acceptance**

1. in advertising, formal written approval typically issued by a seller of network radio and television commercial time to an advertiser agreeing to the terms of the purchase.
2. in consumer behavior theory, the degree to which a message is absorbed into an individual's CONSCIOUSNESS, unchanged from what was intended by the sender. Acceptance can be blocked by strong contradictory opinions or bolstered by complementary opinions. For example, an individual with strong antismoking sentiments would not accept, recall, or retain quality of life claims made in a cigarette advertisement, or may recall a distorted version of those claims. For example, a phrase such as "strong flavor" may be recalled as "lethal." Conversely, an individual predisposed toward a political candidate may not recall specifics of the candidate's platform but will recall an effective speech that reaffirms the individual's choice. *See also* SELECTIVE ATTENTION; SELECTIVE RECEPTION.



**access**

1. in television programming, time segment in Eastern and Pacific time zones from 7:30 P.M. to 8:00 P.M., just prior to PRIME TIME, Monday through Saturday. On Sundays, prime time is extended one hour to include access time. (Access time in the Central and Mountain time zones is one hour earlier.) *See also* DAYPART.
2. in computer programming, time taken by the system to retrieve information from the storage unit.

**accordion fold** zigzag type of fold in which a sheet of paper has two or more parallel folds that open in the manner of an accordion, permitting the paper to be extended to its full breadth with a single pull. Travel folders, for example, are often arranged in an accordion fold. Frequently used in the preparation of direct-mail literature, the accordion fold allows the imprinted matter to be divided into more than four contiguous pages. It also saves on both the expense of binding and the bulk of stapling (making a difference in the weight and therefore the cost of mailing). The decision to use an accordion fold for a piece of advertising literature depends in large part upon the advertiser's budget and upon whether the copy lends itself to this format.

**accordion insert** advertising pamphlet, CIRCULAR, or leaflet that has been folded in an ACCORDION FOLD and prepared for binding into a magazine or for enclosure in an envelope as a piece in a direct-mail campaign. *See also* FANFOLD INSERT.

**account**

1. business relationship between an agent and a principal—for example, between an ADVERTISING AGENCY and an ADVERTISER.
2. CLIENT (individual or company) of an advertising agency.
3. customer of a supplier or tradesperson—for example, a purchaser of printing supplies or art materials needed for advertising production.

**account conflict** problem that arises when two directly competing products or services are handled by the same ADVERTISING AGENCY. Because of the confidential nature of the client-agency relationship, clients are generally disapproving of an agency servicing competitive companies or products, because the agency would be privileged to information that might be either damaging to an advertiser if known by a competitor or useful in planning competitive advertising campaigns. Typically, this situation will result when agencies merge or when an advertiser acquires another company whose product competes with one the agency is already handling. An advertiser might choose to withdraw the account if a competitor is a client of one of the newly merged agencies.

**account executive (AE)**

**In general:** executive assigned by a service bureau or other supplier to act as a liaison for each customer and to assist the customer in utilizing the services available. *See also* CUSTOMER SERVICE REPRESENTATIVE.

**Advertising:** ADVERTISING AGENCY person responsible for maintaining a liaison with designated agency CLIENTS. The account executive supervises the planning and preparation of advertising for one or more clients, depending on the size of the agency. It is the account executive's job to analyze the advertising and merchandising problems of the advertiser; to offer solutions to these problems; to transmit the plans of the agency for client approval; to bring to the agency's attention any suggestions or criticisms made by the client; and, generally, to service the client's advertising and merchandising reports to the ACCOUNT SUPERVISOR, who in turn reports to the vice president of account services. In a smaller agency, the AE reports directly to the VP or might even serve to fill the VP position.

**Broadcast:** broadcast-station time salesperson who is paid a commission on the amount of money spent by a SPONSOR on the purchase of COMMERCIAL TIME.

**Printing:** account executive assigned by some printing houses to contact prospective customers and to service accounts that obtain their printing needs from the company.

#### **accounts receivable**

**In general:** unpaid balance on a credit sale. Unpaid accounts receivable are a BAD DEBT expense.

**Advertising:** amount due the agency on client billings.

**Magazines:** amount due the publisher on unpaid credit order subscriptions.

**account representative** *see* ACCOUNT EXECUTIVE.

**account supervisor** person to whom the ACCOUNT EXECUTIVE (AE) reports. The account supervisor is responsible for the overall review of account handling. He or she answers to the vice president of account services and directs the work of the AE. *See also* MANAGEMENT SUPERVISOR.

**ACEC** *see* INTERNET TAX FREEDOM ACT.

#### **acetate**

1. thin, clear or translucent, and flexible plastic sheet or strip that will accept printing ink. Acetate is used for the production of OVERLAYS, CAMERA-READY PROOFS, and other types of GRAPHICS. The material is also used in the preparation of sequences in animated films. Each strip of the sequence is printed on a separate strip of acetate, called a *cel*.
2. material from which a phonograph disc is made.

**acetate proof** printer's PROOF made on transparent ACETATE. By use of a special press technique, the same material is printed in perfect REGISTER on both sides, giving greater OPACITY to the impression. Acetate proofs are usually prepared by the creative staff of an advertising agency to be used along with other collateral material in an advertising campaign. Frequently, they are used for sales presentations in charts and other displays. For example: In a presentation about a

company, one acetate proof can be laid over another as speech support to demonstrate graphically a company's growth over a period of time. The opacity allows each OVERLAY to add a new dimension to the picture.

An acetate proof is sometimes called a *bronze proof* because bronze powder is dusted on the inked impression to make the printed matter completely opaque (see BRONZING).

**acknowledgment (ack)** letter, postcard, or form sent to a customer confirming the receipt of an order, payment, or inquiry. It is frequently used in response to credit orders to encourage fast payment or to offer an opportunity to increase the order. The latter use is referred to as a COLLECTION EXTENSION, RENEWAL-AT-BIRTH, STEP-UP, or UPGRADE. *See also* CASH ACKNOWLEDGMENT.

**ACNielsen Company** one of the largest marketing research firms in the world, with worldwide headquarters in Stamford, Connecticut, and regional headquarters in Belgium (serving Europe, the Middle East, and Africa), Illinois (serving the Americas), and Hong Kong (serving Asia Pacific). ACNielsen offers services in over 90 countries and is considered a global leader in delivering market research, information, and analysis to the consumer products and service industries. Available on a subscription basis, services include retail measurement, consumer panels, media measurement, customized research, information delivery, and merchandising, all using a wide range of databases, decision support software, and advanced analytic models for the benefit of consumer goods manufacturers, retailers, and brokers. The scanning-based databases provide detailed product sales and pricing patterns, whereas the business applications and analytic tools are designed to help clients develop effective sales, marketing, promotion, category management, and advertising programs. Founded in 1923 by a 26-year-old engineer, Arthur C. Nielsen, the company was most noted for its television rating services. However, in 1996, as part of a strategic restructuring, the ratings division split apart from ACNielsen to become the NIELSEN MEDIA RESEARCH COMPANY.

**ACORN** A Classification of Residential Neighborhoods—classification of residential areas into categories based on the range of census data available, including obvious categories such as occupation, household size and composition, age, and marital status, together with some unexpected categories such as mode of travel to work and household facilities. In the United States there are 36 categories into which a household can be classified and 11 groups of similar market segments. Each of these categories can be subdivided so that the marketer can target a mailing or door-to-door delivery exactly where it will be most productive. It has been used most effectively by market researchers wanting to select very specific samples for mini-test markets and by the retail trade for optimizing the siting of new retail outlets. *See also* CLUSTER ANALYSIS; LIFESTYLE; LIST ENHANCEMENT.



**acquisition cost** all promotion costs associated with securing a new subscriber or customer, such as LIST RENTAL fees, design and production of a direct-mail package, and postage for the PACKAGE and the reply.

**across-the-board** phrase indicating a program scheduled to be broadcast at the same time, on the same radio or television station, for five consecutive days every week (usually Monday through Friday)—for example, a television soap opera or the XYZ morning radio show. The name derives from the fact that the weekday program schedule is sometimes referred to as the *board*. Programs that are shown across-the-board generally appeal to the same audience every day and are therefore excellent vehicles for advertisers who wish to reach their current or prospective customers with this frequency in the belief that frequent repetition of commercials will best sell their product. Often, broadcast media representatives will offer special prices for COMMERCIAL TIME that is scheduled in across-the-board programming, making the commercial package economically attractive. Across-the-board programming is also called *strip programming*, because the program fills in a strip in the broadcast schedule.

## **action**

**Advertising:** impelling function of advertising. Almost all advertising is based on some action that the advertiser wants individuals to take. The desired action may be to move people directly to the purchase of a product (*direct action*), or it can be more subtle—for example, to move individuals toward a new thinking pattern in which the product or service is seen in a favorable light. An example of action-oriented advertising is the political advertisement, where the immediate desired objective is to generate positive feelings about the candidate and where the longer range desired action is to move the public to vote for the candidate. Two other examples are the price-off coupon offer in a print advertisement, where the desired action is the clipping of a coupon by the consumer and his or her subsequent purchase of the product, and the retail store sale advertisement designed to motivate the consumer to come to the store and shop.

### **Film or television production:**

1. any motion by performers on the viewing screen that is intended to be transmitted or recorded.
2. order to begin movement in filming, as in “Lights, camera, action.”

**action device** component of a direct marketing promotion designed to generate reader involvement through performing a physical action, such as pasting on a stamp or placing a token in a slot; also called *involvement device*. The theory is that a greater involvement will bring a higher response from the reader. A good example of this type of device is PUBLISHERS CLEARING HOUSE sweepstakes packages designed by Henry Cowan, a major proponent of the involvement device the-

ory; these packages often utilize a STAMP SHEET. *See also* PULL TAB; SCRATCH OFF.

**action program**

1. precise details of a company's marketing strategy that spell out the specific tactics it will use to achieve its marketing objectives; also called **MARKETING PLAN**.
2. plan or strategy adopted to best position and sell the goods and services of a particular **CLIENT**. The program must have three primary objectives: (a) to satisfy the needs of the marketplace; (b) to secure an advantage over the competition; and (c) to create profit.

**action shot**

1. photograph showing someone or something in motion.
2. *see also* **MOVING SHOT**.

**active** customer who is considered active because, for example, he or she has made a purchase within a specified period of time (active buyer), or is eligible to receive one or more issues of a magazine (active subscriber), or has recently made a donation, or is currently fulfilling a **MEMBER** purchase commitment (active member).

**active buyer** *see* **ACTIVE**.

**active member** *see* **ACTIVE**.

**active search** information-gathering process by a consumer *interested* in purchasing something but lacking adequate information to make a purchase decision. The consumer will actively seek out magazine and newspaper articles and advertisements as well as expert opinions and other sources to collect the needed information, rather than just be exposed to the information by accident. The consumer who is engaged in an active search process is highly receptive to advertising messages.

**active subscriber** *see* **ACTIVE**.

**activities, interests, and opinions (AIO)** characteristics of an individual used by researchers to create a **PSYCHOGRAPHIC** profile of the individual; also called **ATTITUDES, INTERESTS, and OPINIONS**. When combined with quantifiable characteristics such as age, income, or education level, an AIO profile provides great insight into an individual's likes and dislikes as a consumer. Product-specific AIOs, rather than general AIOs, may be used in **NEW PRODUCT DEVELOPMENT** or **COPYWRITING** to predict consumer response.

Measurement of the AIO is used by marketers as a research tool to determine influences on consumer behavior and appropriate consumer markets. Researchers will ask respondents to state how strongly they agree or disagree with a series of statements about their activities, interest, and opinions. Answers are linked to **DEMOGRAPHICS**. Questionnaires are typically quite lengthy and contain statements such as:

I would rather stay home than go out for fun.

I dress for comfort rather than fashion.

I enjoy watching talk shows on television.

I am the kind of person who loves to make impulsive purchases.

I always plan very carefully.

Evaluation of the AIO is most useful in planning marketing strategy because it will help to identify the lifestyle group toward which a product will be targeted. *See also* LIKERT SCALE; VALS.

**ad** *see* ADVERTISEMENT.

**Ad-A-Card** trademark for a printed tear-off coupon attached to advertisements that are usually found in a supplement or comic section of selected Sunday newspapers. Ad-A-Cards are tools to induce READER RESPONSE.

**ad-noter** designation used by the research firm DANIEL STARCH AND ASSOCIATES to indicate a reader who recalled seeing a particular advertisement in a particular issue of a publication. An ad-noter only recalls noticing the ad, without necessarily associating it with a product or advertiser. *See also* NOTED SCORE.

**ADC** *see* AREA DISTRIBUTION CENTER.

**add** new RECORD placed in a computer or HARD-COPY file. A DIRECT MARKETING file usually requires a minimum of name, street address, city, state, and ZIP code. A great variety of additional information may also be retained in the record, depending upon the purpose of the file.

**add-on-sale** promotion and sale of additional goods or services to a recent buyer, such as selling seat covers or an extended warranty to someone who recently purchased an automobile; also called *loading*.

**Address Change Service (ACS)** automated process of the U.S. Postal Service that provides change-of-address information to participating mailers who maintain computerized mailing lists. The USPS sends new addresses to the mailers on electronic media, eliminating the cost, time delay, and errors inherent in manual change processing. Mailers participating in the ACS must print an identifying code on their mailing labels to tell the USPS who should receive the change information. They must also print an ANCILLARY SERVICE ENDORSEMENT on the envelope. Mailers must configure their address records to the ACS format. The USPS charges a small fee (currently \$0.20) for each new address. *See also* COMPUTERIZED FORWARDING SYSTEM.

**Address Coding Guide (ACG)** directory listing the beginning and ending house numbers and street names contained in various geographic units, such as a BLOCK GROUP, CARRIER ROUTE, CENSUS TRACT, or ZIP CODE. The guide is used to segment (*see* LIST SEGMENT) and SORT mailing lists and to perform CLUSTER ANALYSES. Although many large mailers maintain their own address coding guide, the U.S. BUREAU OF THE CENSUS publishes its version, listing block groups and ENUMERATION DISTRICTS.