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A

A.I.D.A.

The most popular formula for the preparation of direct mail copy. The letter stands for 'Get ATTENTION, Arouse INTEREST, Stimulate DESIRE, Ask for ACTION'.

ACCESS TIME

The time it takes a computer to locate a piece of information in memory or storage and to take action, i.e. the 'read' time. Also, the time it takes a computer to store a piece of information and to complete action, i.e. the 'write' time.

ACTION DEVICES

Items and techniques used in a mailing to initiate the response desired.

ACTIVE BUYER

A buyer whose last purchase was made within the last twelve months.

ACTIVE CUSTOMER

A term used interchangeably with 'active buyer'.

ACTIVE MEMBER

Any member who is fulfilling the original commitment or who has fulfilled that commitment and has made one or more purchases in the last twelve months.

ACTIVE SUBSCRIBER

One who has committed for regular delivery of magazines, books or other goods for a period of time still in effect.

ACTIVES

Customers on a list who have made purchases within a prescribed time period, usually not more than one year, subscribers whose subscriptions have not expired.

ADDITIONS

New names, either of individuals or companies, added to a mailing list.

ADDRESS CORRECTION REQUESTED

An endorsement which, when printed in the upper left-hand corner of the address portion of the mailing piece (below the return address), authorises the Post Service company, for a fee, to provide the known new address on the mailing piece.

ADDRESSING

Process of imprinting names and addresses on labels and/or mailing pieces.

ADVANCE RENEWAL

Renewing a subscription prior to expiration or a standard renewal series.

AIR TIME

The exact time that a radio or television commercial will appear.

AIR

Television or radio advertising.

ALPHANUMERIC

A contraction of 'alphabetic' and 'numeric'. Applies to any coding system that provides for letters, numbers (digits), and special symbols such as punctuation marks.

ASSIGNED MAILING DATES

The dates on which the list user has the obligation to mail a specific list. No other date is acceptable without specific approval of the list owner.

AUDIENCE

The total number of individuals reached by a promotion or advertisement.

AUDIT

Printed report of the counts involved in a particular list for file.

B

B&W

Black & White, referring to one-colour printing or publication space.

BACK END

The activities necessary to complete a mail order transaction once an order has been received and/or the measurement of a

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buyer's performance after he has ordered the first item in a series offering.

BACKEND ANALYSIS

The analysis of responses and measurement of a mailing's performance; information gained here is used to build a buyer profile for future mailings.

BACKEND RESULTS

The results of a mailing list that include the final figures of paid and unpaid orders, and returned merchandise.

BANGTAIL

Promotional envelope with a second flap which is perforated and designed for use as an order blank.

BASIC PRESORT

The process of sorting bulk mail to meet the Post Service minimum requirements.

BATCH PROCESSING

Technique of executing a set of computer programs/selections in batches as opposed to executing each order/selection as it is received. Batches can be created by computer programming or a manual collection of data into groups.

BATCHED JOB

A job that is grouped with other jobs as input to a computing system, as opposed to a transaction job entry where the job is done singly to completion.

BILL ENCLOSURE

Any promotional piece or notice enclosed with a bill, an invoice or a statement not directed toward the collection of all.

BINGO CARD

A reply card inserted in a publication and used by readers to request literature and samples from companies whose products and services are either advertised or mentioned in editorial columns.

BLUEPRINT

A printer's proof for checking two-colour printing before a job goes on press. Also called a BROWNLINER or a VANDYKE.

BOUNCE BACK

An offer enclosed with mailings sent to a customer in fulfillment of an order.

BRC (Business Reply Card)

A response card with postage prepaid.

BRE (Business Reply Envelope)

A pre-addressed envelope with postage prepaid.

BROADCAST MEDIA

A direct response source that includes radio, television and cable TV.

BROADSIDE

A single sheet of paper, printed on one side or two, folded for mailing or direct distribution and opening into a single large advertisement.

BROCHURE

Strictly, a high-quality pamphlet, with especially planned layout, typography and illustrations. Term is also used loosely for any promotional pamphlet or booklet.

BUCKSLIP

A promotional piece inserted in a mailing that consists of a single, unfolded printed piece. Traditionally the size of a dollar bill (a 'buck').

BUCKTAG

A separate slip attached to a printed piece containing instructions to route the material to specific individuals.

BULK MAIL

A category of Third Class Mail involving a large quantity of identical pieces but addressed to different names which are specially processed for mailing before delivery to the post office.

BULK RATE

A special postage rate attached to Bulk Addressed Admail.

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BUNDLE

Several pieces of mail tied together at a lettershop and handled by a Post Service as a single piece until the letter carrier sorts them according to walk sequence.

BURST

To separate continuous form paper into discrete sheets.

BUSINESS LIST

Any compilation or list of individuals or companies based upon a business-associated interest, inquiry, membership, subscription or purchase.

BUYER

One who orders merchandise, books, records, information or services. Unless another modifying word or two is used, it is assumed that a buyer has paid for all merchandise to date.

C

C.P.I. (Cost Per Inquiry)

A simple arithmetical formula derived by dividing the total cost of a mailing or an advertisement by the number of inquiries received.

C.P.M. (Cost Per Thousand)

Refers to total cost-per-thousand pieces of direct mail 'in the mail'.

C.P.O. (Cost Per Order)

Similar to Cost per Inquiry except based on actual orders rather than inquiries.

C.T.O.

Contribution to overhead (profit).

C/A

Change of address.

CANCELS

A publishing term, for groups of people who have notified the publisher to cancel their subscription.

CAR CARDS

Sheets of cardboard designed for advertising in buses, subway cars etc.

CASH BUYER

A buyer who encloses payment with order.

CASH RIDER

Also called 'cash up' or 'cash optional' wherein an order form offers instalment terms, but a postscript offers the option of sending full cash payment with order, usually at some saving over the credit price as incentive.

CASH UP

Also called 'cash option'. An order form that offers instalment terms but contains a postscript that offers the option of sending full cash payment with order, usually with a percentage savings as an incentive.

CATALOGUE

A book or booklet showing merchandise, with descriptive details and prices.

CATALOGUE BUYER

A person who has bought products or services from a catalogue.

CATALOGUE REQUEST

One who sends for a catalogue (prospective buyer). The catalogue may be free, there may be a nominal charge for postage and handling, or there may be a more substantial charge that is often refunded or credited on the first order.

CENSUS-TRACT

Small geographical area established by local committees, and approved by the Census Bureau, which contains a population segment with relatively uniform economic and social characteristics with clearly identifiable boundaries.

CENTRE SPREAD

A double-page spread in the exact centre of a magazine or newspaper or the centre portion of a direct mail brochure.

CHESHIRE LABEL

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Specially prepared paper (rolls, fanfold or accordion fold) used to reproduce names and addresses to be mechanically affixed, one at a time, to a mailing piece.

CIRCULARS

General term for printed advertising in any form, including printed matter sent out by direct mail.

CLEAN

The condition of a list which has been kept up-to-date by removing people who have moved or died and by changing addresses of others who have moved.

CLEANING

The process of correcting and/or removing a name and address from a mailing list because it is no longer correct or because the listing is to be shifted from one category to another.

CO-OP MAILING

A mailing of two or more offers included in the same envelope or other carrier, with each participating mailer sharing mailing costs according to some predetermined formula.

CODING

(1) Identifying devices used on reply devices to identify the mailing list or other source from which the address was obtained. (2) A structure of letters and numbers used to classify characteristics of an address on a list.

COLD MAILING

A new business solicitation from people who have not previously purchased or indicated interest in the company.

COLLATE

(1) To assemble individual elements of a mailing in sequence for inserting into a mailing envelope. (2) A program which combines two or more ordered files to produce a single ordered file. Also the act of combining such files. Synonymous with merge as in Purge-Merge.

COLOUR SEPARATION (or Seps)

To print in colour, each individual colour must be 'separated' from all the others and reproduced on a plate (there are usually 4 plates for red, yellow, blue and black which make up all the other colours). Clients review COLOUR PROOFS which is a full colour rendition of how the printed piece will look or PROGRESSIVE PROOFS or PROGS to see how each individual plate looks (thus spotting precisely where the final effect has gone wrong).

COLUMN

Lines of type printed side by side in magazines, newspapers and other promotions.

COMMISSION

A percentage of sale, by prior agreement, paid to the list broker, list manager, or other service arm for their part in the list usage.

COMPILE

The process by which a computer translates a series of instructions written in a programming language into actual machine language.

COMPILED LIST

Names and addresses derived from directories, newspapers, public records, retail sales slips, trade show registrations, etc., to identify groups of people with something in common.

COMPILER

Organization which develops list of names and addresses from directories, public records, registrations and other sources, identifying groups of people, companies or institutions with something in common.

COMPREHENSIVE

Complete and detailed layout for a printed price.

COMPREHENSIVE LAYOUT OR COMP

A complete and detailed pasted-together, drawn dummy of a final promotion.

COMPUTER

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Data processor that can perform substantial computation, without intervention by human.

COMPUTER COMPATIBILITY

Ability to interchange the data or programs of one computer system with one or more other computers.

COMPUTER LETTER

Computer-printed message providing personalised, fill-in information from a source file in pre-designated positions. May also be full-printed letter with personalised insertions.

COMPUTER PERSONALIZATION

Printing of letters or other promotional pieces by a computer using names, addresses, special phrases, or other information based on data appearing in one or more computer records. The objective is to use the information in the computer record to tailor the promotional message to a specific individual.

COMPUTER PROGRAM

Series of instructions or statements prepared to achieve a certain result.

COMPUTER RECORD

All of the information about an individual, company, or transaction stored on a specific magnetic tape or disc.

CONSUMER LIST

A list of names (usually home address) compiled, or resulting, from a common inquiry or buying activity indicating a general or specific buying interest.

CONTINUITY PROGRAM

Products or services bought as a series of small purchases, rather than all at one time. Generally based on a common theme and shipped at regular or specific time intervals.

CONTINUOUS FORM

Paper forms designed for computer printing that are folded, and sometimes perforated, at predetermined vertical measurements.

These may be letters, vouchers, invoices, cards, etc.

CONTROLLED CIRCULATION

Distribution at no charge of a publication to individuals or companies on the basis of their titles or occupations. Typically, recipients are asked from time to time to verify the information that qualifies them to receive the publication.

CONTROLLED DUPLICATION

A method by which names and addresses from two or more lists are matched (usually by computer) in order to eliminate or limit extra mailings to the same name and address.

CONVERSION

(1) Process of changing from one method of data processing system to another. Synonymous with Reformatting. (2) To secure specific action such as a purchase or contribution from a name on a mailing list or as a result of an inquiry.

CORNER CARD

The return address and company name on the outer envelope.

COUNT OR DROP COUNT

Total number of pieces mailed.

COUNTER CARD

Advertising promotion created for display on counters in store.

COUPON

Part of an advertising promotion piece intended to be filled in by the inquirer or customer and returned to the advertiser.

D

DATABASE

A number of lists with common interest, merged into one master list, with the elimination of duplicates.

DEADBEAT

One who has ordered a product or service and, without just cause, hasn't paid for it.

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DECOY

A unique name especially inserted in a mailing list for verifying list usage.

DELIVERY DATE

The date a list user or a designated representative of the list user receives a specific list order from the list owner.

DELIVERY MODE CODE

An alpha-numeric code representing a particular letter carrier walk.

DELIVERY UNIT

(1) Postal station in an urban centre; (2) letter carrier depot; (3) rural area post office.

DEMOGRAPHICS

Socio-economic characteristics pertaining to a geographic unit (country, city, sectional centre, Postal Code, group of households, education, ethnicity, income level, etc.)

DIRECT MAIL ADVERTISING

Any promotional effort using the Postal Service, or other direct delivery service, for distribution of the advertising message.

DIRECT RESPONSE ADVERTISING

Advertising, through any medium, designated to generate a response by any means (such as mail, telephone, or email) that is measurable.

DMARS (= Direct Marketing and Response Systems)

A total management discipline that integrates response systems and Direct Marketing with telecommunications through which a client conveys a specific message with a specific return on investment objective to a targeted audience in order to generate and satisfy a response from the target market.

DONOR

A person who has given money to a charitable or political cause: a DONOR LIST is a list of people who have given money to a specific cause.

DUMMY

(1) A mock-up giving a preview of a printed piece, showing placement and nature of the material to be printed. (2) A fictitious name with a mailable address inserted into a mailing list to check usage of that list.

DUPLICATION ELIMINATION

A specific kind of controlled duplication which provides that no matter how many times a name and address is on a list, and how many lists contain that name and address, it will be accepted for mailing only once by that mailer. Also referred to as 'dupe elimination'.

(End part I of III)