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.
**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 20-lb 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 EMBOSsING**
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.

CHROMAUN 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 conies 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-STRIKE (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 SELER
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 fora 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 mayor may not accompany the stamp.

EMBOSSLED 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 or 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 san serif font.

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

GRAY SCALE
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 is 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 its 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. (MARA)
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.

KEYUNE 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 HAS 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.

MULTIUNE 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.
NIG
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.

PANTO NE 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.

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

RETTOUCHING
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 sates 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 sari 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, /"e "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 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.

**TYPO**
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.

Adapted from PromoRescue