



COLLEGE Critical Thinking and Concept Application

Chapter 20 The Radio Commercial page 1 of 1

Go To: http://www.arbitron.com/radio_stations/home.htm1 What is **Metro**?2 What is **Total Survey Area (TSA)**?3 What is **Designated Market Area (DMA®)**?4 What is **Average Quarter-Hour Persons (AQH Persons)**?5 What is **Average Quarter-Hour Rating (AQH Rating)** and how is it calculated?6 What is **Cume Persons**?7 What is **Cume Rating** and how is it calculated?8 What is **Rating (AQH or Cume)** and how is it calculated?9 What is **Share** and how is it calculated?10 What are **Gross Impressions (GIs)** and how are they calculated?11 What are **Gross Rating Points (GRPs)** and how are they calculated?12 What is **Cost Per Rating Point** and how is it calculated?13 What is **Cost Per Thousand (CPM)** and how is it calculated?14 What is **Net Reach**?15 What is **Frequency** and how is it calculated?Go To: <http://www.rmb.ca/index.asp?id=133>

16 What does the Radio Marketing Bureau study demonstrate?