

Advertising talk

A Glossary of Terms

Just like any other industry, advertising has terminology that might sound unintelligible to some people, but really means something quite simple. Don't let your advertising agency try to fool you with terms you may not have heard before — just look them up and play along.

Bleed - Don't be alarmed. This is just what it's called when the colour in your ad runs right off the edge of the page instead of stopping at the usual predetermined margins. Be careful — some publications charge extra if you want a bleed ad.

Blue line - A final proof for the advertising agency before the printing stage. This is where the agency has one last look to make sure there are no typos, that no type has fallen off the page, and to ensure everything is on track.

Camera-ready artwork - The finished artwork once an advertisement has been typeset and laid down with the final illustration or photo but before final film has been produced.

Colour separations - Part of the process in producing final film where a four colour photograph is broken down indicating the percentages of black, red, blue and yellow throughout the photo.

Copy - The words your agency writes to be used as the ad's text.

Four colour advertising - Any ad that uses all four process colours.

Halftone - A process of transforming a black and white photograph into a series of dots (screen) as required for the printing process.

Image size - The size you have to work within if your ad isn't going to bleed.

Line art - A drawing or illustration used in the artwork.

Mock-up - A layout or design of how the ad is going to look.

Moire - Something to avoid. That's the muddy-looking result of screening a photo which had already been previously screened.

Overlay - A clear piece of acetate film which is often used in the assembly of camera-ready artwork.

Point size - The various type sizes used to set copy.



Pre-testing and post-testing - The process of testing your advertising with members of your target audience prior to and/or following publication.

Process colours - Almost any colour in the world can be reproduced when you mix a combination of red, yellow, blue and black. If your ad is black plus one colour, either red, yellow or blue can be used. If your ad is black plus two colours, the two extra colours will give you more flexibility. If your ad is black plus three colours, your possibilities are almost endless.

Proof - A copy of the ad once it's put together — it's what the agency sends to the *Trade Communications Bureau (BTA or BTC)* when they want approval of the camera-ready artwork.

Screen - The number of dots per line the printer uses when printing your ad.

Thumbnail sketch - A small, very rough sketch done prior to designing a layout.

Velox - Also called a photo-mechanical transfer or PMT, a velox is a photographically-produced black-and-white print of camera-ready artwork.