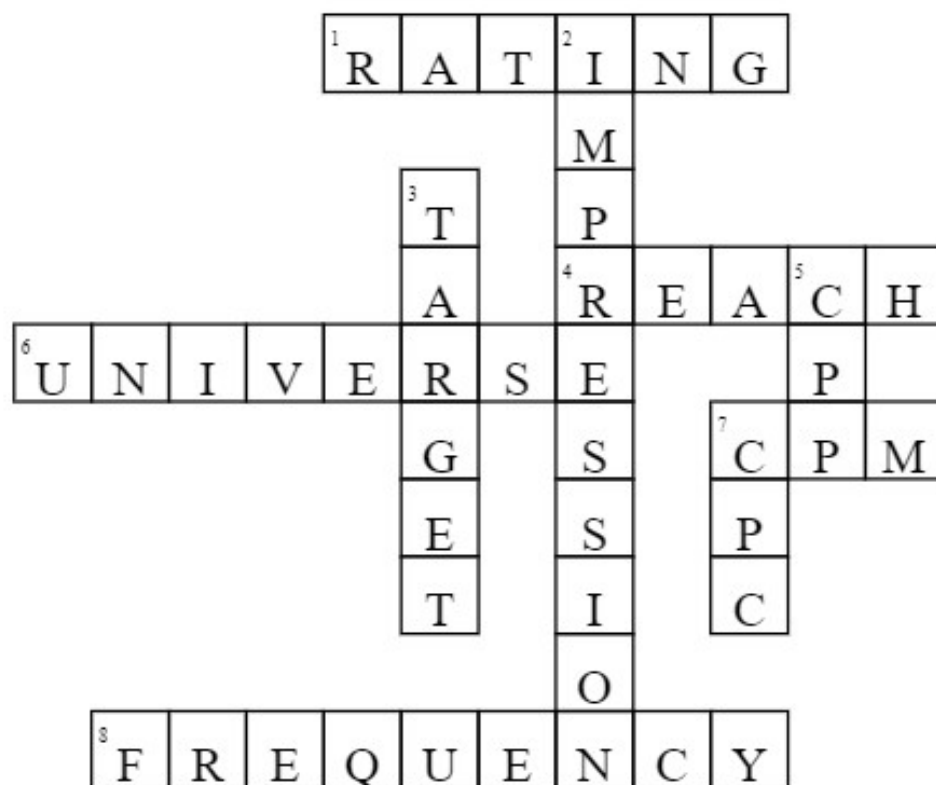


Crossword Puzzle



Down:

2. Measurement of meeting of 1 media message with 1 person.
3. Total persons in a specific group that advertisers are trying to reach.
5. cost of 1 rating point
7. This abbreviation stands for cost per click. That means you will pay every time someone clicks on your ad.

Across:

1. Impressions expressed as a percent of the universe. Used in TV and radio.
4. The % of a target audience exposed to one or more messages.
6. Total person in a given population
7. Cost per 1000 impressions
8. Average number of times the target audience is exposed to the ad message.