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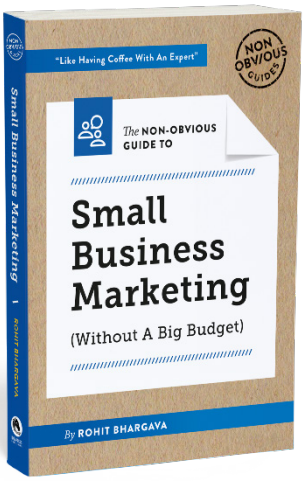
USE WITH SECTION 16.3

Glossary of Media and Advertising Terms



NOTE – When first writing about these terms, I anticipated writing my own glossary – but after further research I decided the optimal way to make this valuable was to curate a list of existing glossaries and lists of terms instead, which are included and linked below:

1. INTERNET ADVERTISING BUREAU GLOSSARY
https://www.iab.com/guidelines/glossary-of-terminology/

2. NIELSEN MEDIA RESEARCH'S GLOSSARY OF MEDIA TERMS
https://www.nielsenmedia.com/glossary/

3. CLICKZ AD BUYING GLOSSARY OF KEY TERMS AND ACRONYMS
https://www.clickz.com/ad-buying-a-glossary-of-key-terms-and-acronyms/94927/

4. ADOBE/TUBEMOGUL GLOSSARY OF TERMS
https://www.tubemogul.com/glossary/

5. ADAGE DIGITAL MARKETING GLOSSARY 101
https://adage.com/article/news/digital-marketing-glossary-101-words-wanted-afraid/306143/

6. OUTDOOR ADVERTISING ASSOCIATION OF AMERICA GLOSSARY OF TERMS
https://oaaa.org/AboutOOH/OOHBasics/OOHGlossaryofTerms.aspx

7. AMERICAN MARKETING ASSOCIATION DICTIONARY OF TERMS
https://www.ama.org/resources/Pages/Dictionary.aspx

8. FACEBOOK ADVERTISING GLOSSARY OF AD TERMS
https://www.facebook.com/business/help/447834205249495

9. ANA DATA MARKETING & ANALYTICS
https://thedma.org/marketing-insights/marketing-terms/

10. COPYBLOGGER CONTENT MARKETING GLOSSARY
https://www.copyblogger.com/content-marketing-glossary/

Is this list missing something?

These resources are continually updated. To make suggestions for us to add to the next edition, let Rohit know by emailing rohit@nonobviouscompany.com!