

Audio Math



KEY METRICS + TERMS FOR NEW RADIO ADVERTISERS, PRESENTED BY ADLARGE

Average Quarter Hour (AQH)

AQH identifies the average number of persons estimated to have listened to a station for a minimum of five minutes during a 15-minute time period (or quarter-hour). The AQH Persons estimate helps to determine the audience and cost of a spot schedule rotating within a time period.

$$\frac{\text{AQH PERSONS}}{\text{POPULATION}} \times 100 = \text{AQH RATING (\%)}$$

Cume

Similar to AQH, cume provides an indication of how efficiently a radio station is reaching its target audience. Cume is also referred to as unduplicated audience, reach or circulation.

$$\frac{\text{CUME PERSONS}}{\text{POPULATION}} \times 100 = \text{CUME RATING (\%)}$$

Time Spent Listening (TSL)

An estimate of the number of quarter-hours the average person spends listening during a specified time period.

$$\frac{\text{QUARTER-HOURS IN A TIME PERIOD} \times \text{AQH PERSONS}}{\text{CUME AUDIENCE}} = \text{TSL}$$

Gross Impressions

The total number of exposures to a media schedule or the total number of times a commercial is heard.

$$\text{AQH} \times \text{NUMBER OF SPOTS} = \text{GROSS IMPS (000)}$$

Gross Rating Point (GRP)

Measures the total rating points delivered by media schedule

$$\frac{\text{GROSS IMPS (000)}}{\text{POPULATION}} \times 100 = \text{GRPs}$$