

# GLOSSARY

## Aa

**Add.** Additions of any kind to a news story.

**Advance.** News story based on factual material about a forthcoming event, such as the advance text of a speech, parade line of march, etc.

**Advertising.** Communication from an advertiser to a potential buyer in printed, broadcast or painted form.

**Agate line.** A unit of measurement used by newspapers and magazines. There are 14 agate lines to a column inch. An advertisement 1 column wide by 1 inch deep measures 14 agate lines.

**Art.** All pictorial matter in an ad: photos, illustrations, cartoons, charts, graphs and typographic effects.

## Bb

**Bank.** Also called a *deck*; the part of the headline that usually follows the top or the cross line or both.

**Banner.** A headline across page one of four columns or more; sometimes, known as the streamer. It is often confused with the *binder*, a headline across the top of an inside page.

**Bastard measure.** Type set in a different width than the standard column measure.

**Beat.** A series of places regularly visited by a single reporter to gather news.

**BF.** Bold face type.

**Body.** Part of the story that follows the lead. Also the name of type in which regular newspaper reading matter is set.

**Body type.** Type sizes 14 points and smaller. Body type is used for the main portion or text of a printed piece or advertisement. Also called text type as distinguished from display type or headings.

**Borders.** Decorative designs used to surround a typeform or advertisement. A myriad of designs is available, from simple rules to intricate scrolls.

**Box.** Brief story enclosed by a border. Boxed stories put in the middle of a larger related story are called *drop-ins*.

**Bulletin.** Early dispatch of approximately 40-50 words containing major news.

**Burn.** To expose a plate for printing purposes.

**Byline.** Signature or credits on a story.

**Cc**

**C & LC.** Caps and lower case (regular type style).

**Camera-ready copy.** A paste-up ready to be photographed by the platemaker.

**Caps.** Capital letters.

**Caption.** Descriptive material accompanying illustrations, cartoons, etc. See *cutlines*.

**Center spread.** Also called a *double truck* on tabloids. The two pages on the inside fold of a newspaper.

**Circulation.** Number of newspaper or magazine copies sold or distributed.

**Column inch.** A space one inch deep and one column wide is considered to be a column inch.

**Composition.** Type that is set. Also, in art or design, the arrangement of elements.

**Condensed type.** A narrow or slender type face.

**Co-op advertising.** Retail advertising of brand merchandise financed all or in part by the manufacturer or a local distributor, or both.

**Copy.** Material written by a journalist.

**Copy block.** Text part of an ad; column of copy; all of the copy in an ad except the headline, captions, and logo.

**Copy desk.** Where copy is edited and cut. Not to be confused with the *proof room* where typographical errors are caught in proof.

**Copy editors.** Also called *copyreaders*. They edit copy before it is typeset.

**Cost-per-thousand.** Cost to reach 1,000 readers with a full page ad.

**Cover.** To obtain news.

**Crop.** Reducing the size of an illustration before it is put in printed form.

**Crusade.** Also known as a *campaign*, or *series*. It is an effort by all parts of the newspaper to act in some matter relating to the public interest.

**Cutlines.** The part of a caption that describes an illustration, usually set in bold-face type.

**Cutoff Rule.** A line used to separate elements on a page.

**Cutout.** A photo (or part of a photo) where the background has been cut away (also called a *silhouette*).

## **Dd**

**Dateline.** The place from which a news story is sent and the date. Also describes the dates printed at the top of each page of *The Signal*.

**Deadline.** The closing time for all copy for an edition. Last day or hour in which ads, copy or other material is accepted.

**Deck.** A smaller headline added below the main headline.

**Delete.** Take out.

**Demographics.** Statistics on a particular market, covering age, sex, education, occupation, etc.

**Display ad.** Local ad in newspaper that makes use of design or random placement of elements of various sizes to attract attention.

**Display head.** A jazzed-up headline adding graphic emphasis to special stories.

**Display type.** In composition, type set larger than the text. Type larger than 14 point is regarded as display.

**Double burn.** In platemaking where a negative is used, burn refers to exposure of the negative to the plate. A double burn is when the plate is made with two exposures, such as one for text matter and another for halftones, the non-exposed sections being masked off for each burn.

**Double truck.** Two facing pages used as a double spread for related articles or for a single unbroken ad.

**Drop cap.** See also *initial cap*.

**Dummy.** A drawing outlining the position of news stories and cuts on a page by designing slugs and kinds of headlines.

## **Ee**

**Editorial.** Comment on the news in the name of the newspaper itself; opinion intended to shape or otherwise influence public thinking.

**Em space.** Width of capital M in any type size. Spacing equal to the square of the type size.

**En space.** Width of capital N in any type size. Spacing equal to half the square of the type size.

**Expanded type.** Type whose width is greater than normal; also called extended type.

## **Ff**

**Flag.** Newspaper nameplate on page one.

**Flush.** When type is set even on the left or right it is considered to set “flush left” or “flush right.”

**Folio.** A line giving the page number, date, paper’s name, etc.

**Four-color process.** Full color printing from three primary colors of ink, (yellow, red and blue) and black are printed to get the full range of all three colors.

## **Gg**

**Gutter.** The white space running vertically between elements on a page. The space between columns of type. The inside margins or space between pages of a book.

## **Hh**

**Hairline.** The finest line that can be reproduced in printing. Also a term used in printing for close work – “hairline register” of colors.

**Halftone.** Process of reproducing a photograph by means of a pattern of dots in varying sizes. Light passes through a crosslined photographic screen onto the film in the printer’s camera and the ensuing negative is developed into a series of varying dots caused by the light passing through the openings in the screen.

**Hammer.** Hammers use a big, bold phrase to catch your eye, with a wide, wordy deck below. They’re considered appealing – used in small doses. In The Signal hammers are used most often over a photo cutline in stand alone photos (wild art).

**Hanging indent.** Paragraphs with the first line set flush left and subsequent lines indented.

**Header.** A label used for packaging special items (graphics, teasers, briefs, columns, etc.). Headers are also used to label entire pages, such as features, commentaries, etc.

**Headline.** The story's title or summary, in large type above or beside the story. A most important and prominent line of type in a piece of printing that must tell at a glance what the material is all about. Any type size may be used as a headline when distinguished from the text material, but usually over 14 point.

**House ad.** Advertisement promoting the publication in which it appears.

## **Ii**

**Infographic.** A diagram, chart or map conveying information pictorially.

**Initial Cap.** A big capital letter set into the opening paragraph of a special feature (also called a **drop cap**).

**Insert.** A specially printed piece usually prepared in advance for insertion into a publication.

**Insertion order.** Authorization from an agency to publish an ad.

## **Jj**

**Jump.** Continuation of a story to another page.

**Jumpline.** The continuation line giving the succeeding or preceding page numbers.

**Justify.** In composition, to space out lines uniformly so that left and right margins are even and all lines are the same width.

## **Kk**

**Kerning.** The space between characters of type.

**Kicker.** Short headline on top of the main headline or photograph; usually just a few words to catch the reader's eye.

**Kill.** Elimination of any news material or copy in any part of processing.

## **Ll**

**Layout.** Arrangement of the paper.

**Lead.** Beginning of a story; maybe a sentence, paragraph or several paragraphs, depending on the complications involved.

**Leaders.** In composition, rows or dashes or dots, used in tabular work, programs, tables of content, etc.

**Leading.** The space between lines of type.

**Libel.** A defamatory statement expressed in writing or broadcast.

**Liftout quote.** A quote taken from the story and given graphic emphasis (also called a *pull quote*, *popout quote*, or *breakout*).

**Local advertising.** Advertising placed by local retail firms rather than by national manufacturers.

**Logo.** A small, boxed title (with art) used for labeling a special story or series.

**Logotype.** Name of a company or product in a special design used as a trademark in advertising.

## **Mm**

**Make good.** Free ad to compensate for an error.

**Masthead.** Statement, usually on the editorial page, of the newspaper's ownership, editorial policy, place of publication and other offices.

**Model release.** Signed statement by person authorizing the use of his picture in an ad.

**Morgue.** News library and back issue file.

**Mug Shot.** A small photograph (usually just the face) of someone in the story.

## **Nn**

**National advertising.** Advertising sponsored by manufacturers designed mainly to build interest in specific brands.

**News hole.** Non-advertising space in a newspaper.

## **Pp**

**Paste-up.** All material to be included in a printed piece, pasted into position.

**Photo Credit.** A line under a photograph giving the photographer's name.

**Pica.** Printer's unit of measurement used principally in measuring lines. There are 6 picas to an inch.

**Pix.** Or pic. shorthand for picture.

**Point.** Printer's unit of measurement used principally for designating type sizes. There are 12 points to a pica or 72 points to an inch.

**Press run.** Total number of copies printed during one printing.

**Proof.** Inked impressions of type, usually in galley form, for the purpose of making corrections.

## **Rr**

**Ragged left.** Type that is aligned at the right but staggered at the left.

**Ragged right.** Type that is aligned at the left but staggered at the right.

**Rate card.** An information card provided by a magazine or newspaper to give rates of space, advertising dimensions, circulation, mechanical requirements, etc.

**Readership.** Number of readers of a publication. Larger than the circulation.

**Refer.** A brief reference to a related story elsewhere in the paper.

**Register.** Fitting of two or more printing images on the same paper in exact alignment with each other.

**Reverse.** A reverse is copy that has white lettering on a black background; or light lettering, the color of the paper, on a dark background.

**Reverse Head.** A white headline set against a dark background.

**ROP.** Run of paper. Anywhere in the paper, not just on certain pages.

**Running Story.** Chronological story of an event topped by successive leads as the news changes.

## **Ss**

**Screen.** Film with cross-rules-opaque lines used in cameras to break continuous tone illustrations and artwork into halftones. Also refers to the number of lines to the inch on the screen, such as 120, 133 and 150 for offset, 50 to 175 on letterpress, depending on the paper stock used.

**Screened print.** In photography, a print made from continuous tone copy, which was screened during exposure.

**Scoop.** An exclusive story.

**Sidebar.** A separate piece, related to a main story on the same subject.

**Sig.** A special label set into stories giving typographic emphasis to the topic, title, writer's name, etc. (Also called a *bug* or *logo*).

**Slammers.** A two-part head style that uses a boldface word or phrase to lead into the main headline.

**Slug.** The name of the story which is found on every page of original copy and is used for ID during editing, typesetting and layout design.

**Spot color.** Solid color used usually for accent. Less expensive, less involved than process color.

**Spread.** Any story big enough to take a headline big enough to fill up the top of an inside page.

**Stand Alone:** An interesting photo not related to any news story; good filler material. Stand alone cutlines should be between one to four paragraphs in length.

**Subhead.** A boldface line of type used to organize the story and break up gray text.

## **Tt**

**Tabloid.** Newspaper with pages half the usual size of a broadsheet. Standard tabloid size is 11" x 17".

**Tear sheet.** Publication page showing a specific ad.

**Teasers.** These promote other stories inside the paper (also called *promos* or *skyboxes*). Also, for advertising purposes, an ad that withholds information, including in some cases the name of the sponsor, until a late ad in the campaign.

**Text.** Type in a standard size and font, set in columns (or legs).

**Tripods.** Three part head: a big, bold word or phrase and two smaller lines of deck squaring off alongside.

## **Ww**

**Web press.** A press which prints from rolls (or webs) of paper.

**Wild Art.** Good clean photographs not related to any news story; good filler material (also known as stand alones).