



PAPER TRAILS

BRAND VOCABULARY

THE STREET ADVERTISING LEXICON

The A to Z of guerrilla, out-of-home
and brand activation jargon.

NL + INTERNATIONAL VARIANTS, SIDE BY SIDE

THE STREETS ARE YOURS

PAPER TRAILS × STADSBEHANG

WHY WE MADE THIS

Street advertising has its own language, and a lot of it depends on where you are standing. What the Dutch call beaming, most of the world calls projection. What a Londoner calls fly-posting, an Amsterdammer calls wildplak and a New Yorker calls wild posting. Same medium, different word, and plenty of room for confusion in a brief.

This lexicon collects the terms we use with clients, printers, poster teams and media owners, then lines up the local and international variants so nothing gets lost in translation. It defines 146 terms across guerrilla tactics, classic and digital out-of-home, brand activations, and the media planning, production and legal vocabulary around them.

Each entry carries tags so you can tell what is genuinely interchangeable from what only looks it. NL, UK and US mark market-specific words; Also called marks true synonyms; Related marks near neighbours; Proprietary marks a brand or network name; and PT/SB usage marks our own house terms. Where a word means different things in different markets, we say so.

Terms are grouped by theme and ordered alphabetically within each section. An A to Z index at the back points every term to its section, and a Dutch to international quick reference sits just before it.

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01 FOUNDATIONS AND UMBRELLA TERMS

The big-picture words that define the field and get used loosely in briefs.

Alternative media OOH formats and executions outside the core standardised inventory, often including ambient, experiential, mobile OOH and custom media. What counts as alternative varies by market.

| **Also called:** non-traditional OOH, non-standard OOH

Ambient media Advertising that uses an existing environment, object or context as part of the message, often in an unexpected way, for example stairs, floors or street fixtures.

| **Related:** OOH, experiential, [guerrilla marketing](#)

Ambush marketing Creating an association between a brand and an event, team or sponsorship property without being an official sponsor, often through nearby activity or timely creative.

| **Related:** parasitic marketing (pejorative)

Brand activation *[See Section 08, Brand activations and experiential, for the canonical definition.](#)*

Buitenreclame The Dutch umbrella term for out-of-home advertising: media designed to reach people while they are away from home, including street, transit, place-based and digital formats.

| **Also called:** [out-of-home \(OOH\)](#)

Classic OOH (static OOH) Non-digital OOH formats in which the creative stays fixed for a period, including printed posters, billboards and street furniture.

| **Opposite:** DOOH **Also called:** traditional OOH

Crossmedial communication Combining online and out-of-home advertising so the two channels reinforce each other for greater reach.

| **NL:** crossmediale communicatie **Related:** [media mix](#)

Experiential marketing Marketing that directly engages people in a branded experience and invites participation rather than passive viewing.

| **Related:** engagement marketing, live marketing, live brand experience

Guerrilla marketing Unconventional marketing designed to create disproportionate attention through surprise, creativity, context or unusual placement. Guerrilla campaigns can be permitted or unpermitted, and may be low-cost but do not have to be.

| **Related:** guerrilla advertising, [ambient media](#)

Media mix The combination of channels and formats a campaign runs across, chosen so the message compounds across touchpoints.

| **NL:** mediamix

Out-of-Home (OOH) Advertising media specifically designed to reach people while they are away from home, including billboards, posters, street furniture, transit, place-based media and digital OOH.

| **NL:** buitenreclame **Also called:** outdoor advertising

Place-based media OOH positioned in or around specific environments where a particular audience congregates, for example gyms, cinemas, bars, stadiums, campuses or offices.

| **Also called:** point-of-interest media, captive media

Publicity stunt A single, attention-grabbing event staged specifically to earn press and social coverage.

| **Also called:** PR stunt **Related:** guerrilla stunt

Street marketing Marketing carried out in streets and public spaces, typically for direct visibility or interaction with pedestrians and local crowds. It can include guerrilla tactics, sampling, wild posting and activations.

| **NL:** straatmarketing, straatreclame

Viral marketing Marketing designed to encourage rapid person-to-person sharing, particularly through digital and social channels. Street stunts are sometimes built with viral amplification in mind.

Related: buzz marketing, word of mouth

02 GUERRILLA AND STREET TACTICS

The core techniques: what actually gets deployed on the pavement, the wall and the building.

Authorised posting Poster placement on sites where the necessary owner or operator permission and any applicable consents are in place. It may be paid media inventory or another approved placement.

NL: geautoriseerd plakken **Opposite:** unauthorised posting



Authorised posting runs only on sites where the owner permission and any permits are in place. Converse x Tyler, Berlin. Photo: Paper Trails.

Beaming The Dutch and Benelux industry term for outdoor projection advertising, using a projector to display static or moving imagery on buildings or other surfaces.

NL / Benelux usage **Also called:** projection, projection advertising **Related:** [outdoor projection](#)



Beaming, the Dutch term for outdoor projection, throws static or moving imagery onto buildings after dark. 1inch, Paris. Photo: Paper Trails.

Chalk graffiti Temporary messages or images applied to pavements or other suitable surfaces using chalk-based paint or spray, often through a stencil. Longevity depends on the product, surface, weather and cleaning.

Related: [green graffiti](#), [reverse graffiti](#)



Chalk graffiti applies temporary chalk-based paint or spray, usually through a stencil, and fades over time. Photo: Paper Trails.

Flash mob A group that suddenly assembles in public to perform a coordinated act, then disperses, staged to surprise passers-by and earn coverage.

Floor graphics Printed or adhesive graphics applied to floors or pavements to place a message directly in the audience's path.

NL: vloerstickers **Related:** stoepreclame, pavement graphics, sidewalk graphics

Flyering Direct distribution of printed flyers or leaflets to people in public spaces, at events or near selected locations.

NL: flyeren, uitdelen **Related:** hand-to-hand distribution, leaflet distribution

Green graffiti An informal marketing label for lower-impact street-marking techniques, especially reverse graffiti and some temporary chalk-based executions. It has no single standard technical definition.

Related: [reverse graffiti](#), [chalk graffiti](#)

Outdoor projection Temporary projection of branded static or moving imagery onto buildings and other urban surfaces, often using a mobile projector and typically most effective after dark.

NL: wildbeaming **Also called:** projection on buildings, wild projection, guerrilla projection **Related:** light graffiti

Paste-up A paper artwork or poster, often cut out to its shape, pasted directly onto a surface using wheatpaste or another paste adhesive.

NL: plakposter **Also called:** cut-out poster **Related:** [wheatpaste](#), [wild posting](#)



A paste-up is a paper poster, often cut to shape, pasted straight onto a surface with wheatpaste. Amsterdam. Photo: Paper Trails.

Projection mapping (video mapping) A projection technique in which creative is mapped to the contours and geometry of a building or object so the surface appears to transform.

Also called: video mapping, architectural projection mapping

Reverse graffiti Creating an image by selectively cleaning dirt or grime from a surface rather than adding paint or ink.

Also called: clean tagging, dust tagging **Legal:** although no pigment is added, commercial use may still require permission or municipal consent; rules vary by location and surface ownership

Sampling Giving consumers free product samples to encourage trial, often face-to-face on the street, at events or in retail.

NL: sampling, uitdelen **Related:** giveaway, product seeding **Legal:** street distribution can be subject to municipal rules

Stencil A cut template through which paint, chalk or spray is applied to reproduce a design cleanly and repeatably.

NL: sjabloon **Related:** spray stencil



A stencil is a cut template that reproduces a design cleanly and repeatably on the street. Align, New York. Photo: Paper Trails.

Stickering Placing branded stickers across multiple high-visibility urban locations as a street or guerrilla tactic. Authorisation depends on the site.

NL: stickering, wildstickeren **Also called:** wild stickering **Related:** sticker bombing, slaps (slang)



Stickering places branded stickers across high-visibility urban spots as a street tactic. BMC, Bergamo. Photo: Paper Trails.

Tape art Artwork or branding constructed from adhesive tape applied to a surface.

Also called: tape branding **PT/SB usage:** often a service term **Note:** permission from the surface owner or operator may be required; additional rules vary by location

Wild posting A street-poster format built around repeated or clustered paper posters on urban surfaces to create high visual density. Depending on the site and market, placements can be authorised or unauthorised.

NL: wildplak, wildplakken **UK:** fly-posting (specifically unauthorised) **US:** wild posting **Legal:** authorised or unauthorised by site



Wild posting places repeated or clustered paper posters across urban surfaces to build high visual density. Ganni, Copenhagen. Photo: Paper Trails.

03 WILD POSTING AND PAPER CRAFT

The materials, crews and surfaces behind a poster campaign.

Why we are called Stadsbehang: the name means city wallpaper in Dutch, a nod to covering urban space with posters. It is our name, not an industry term, which is why it is not in the A to Z.

Blueback paper Poster paper with an opaque blue backing that stops underlying posters, colours or surface markings from showing through. Common for outdoor poster campaigns.

NL: blueback papier, blauwback papier

Hoarding A temporary solid fence or enclosure around a construction or development site, often used as an advertising or poster surface.

| **UK usage** **NL:** bouwschutting **Related:** bouwhek

Overposting Placing a new poster directly over an existing one, either as routine campaign replacement or to take over an existing posting surface.

| **NL:** overplakken **Related:** reposting, refresh

Poster In general use, a printed sheet carrying advertising creative. In US OOH, Poster also names a standardised large-format display formerly known as a 30-sheet, roughly 12 ft 3 in by 24 ft 6 in.

| **NL:** poster, affiche **Note:** the general and US-OOH meanings differ

Poster site A location or display position designated for poster advertising. On authorised OOH inventory it is sold or managed by a media owner.

| **NL:** plaklocatie **Note:** the panel is the physical display, the site is the location

Poster team The crew that installs posters across campaign locations and, where required, maintains, refreshes and documents the sites.

| **NL:** plakploeg, plakkers, plak team **Also called:** bill posters

Snipe In traditional US OOH, an adhesive strip used to cover or update part of the copy on an existing display. In street-marketing slang, snipe or sniping can also mean a small poster or sticker placement.

| **US OOH vs street-marketing usage:** two different meanings **Note:** do not treat the two as the same

Wheatpaste A starch-based paste, traditionally flour or wheat starch and water, used to adhere paper posters and paste-ups to surfaces.

| **Also called:** wheat paste **NL:** plaksel, tarwelijs **Related:** behanglijm

04 FORMATS AND SIZES

The named formats you will see on a rate card or artwork spec. Europe leans metric (A and B series); the UK and US also count in sheets.

A-series (A0 to A5) The ISO 216 A-series of metric paper sizes, widely used for print and poster production in Europe and many other markets. A0 is 841 by 1189 mm and each successive size halves the area. Common poster sizes include A0, A1 and A2.

| **Note:** sheet-count formats are a separate UK and US system, not direct equivalents

Abri In the Netherlands, a bus or tram shelter and, in OOH buying, often shorthand for the roughly 2 square metre shelter poster format and network. The common Dutch print size is 1185 by 1750 mm; always check the media owner's spec.

| **Also called:** bus shelter, transit shelter **Related:** [mupi \(a separate freestanding format\)](#) **Proprietary:** Abribus (JCDecaux)

B-series (B1, B2) The ISO 216 B-series, a parallel metric paper-size system. B1 is 707 by 1000 mm under ISO 216; 700 by 1000 mm is also commonly used as a rounded production format. Widely used for European street posters.

| **Note:** distinguish nominal ISO sizes from rounded production formats

Billboard A large-format OOH display designed to be seen from a distance, usually along roads or at high-traffic urban locations. Exact dimensions vary by market and operator; 8 square metres is a common Dutch format.

| **NL:** billboard, reclamebord

Bulletin In US OOH, the largest standardised billboard format, typically around 14 by 48 ft, usually along major roads.

| **US usage**

Junior poster In US OOH, a standardised poster format of roughly 6 by 12 ft, historically an 8-sheet, common in urban neighbourhoods and on smaller roads.

| **US usage** **Note:** no direct Dutch size equivalent

Mega site An informal, operator-defined term for an exceptionally large or premium OOH site, usually in a landmark or very high-traffic location. There is no universal standard size.

■ **Note:** a sales or category term, not a formal standard

Mupi A freestanding street-furniture advertising unit, normally at eye level in city centres and along major urban routes.

■ **Proprietary:** MUPI, from the French Mobilier Urbain pour l'Information, a JCDecaux origin term **Related:** [abri](#) (a shelter, a distinct format)

Mural A large-scale advertisement hand-painted or applied directly onto a building wall.

■ **NL:** muurschildering **Related:** [wallscape](#)

Sheet sizes (UK and US) Two different legacy systems. In the UK, posters are sized in sheets, for example 6-sheet street furniture, 48-sheet roadside billboards (about 3.05 by 6.10 m) and 96-sheet large billboards. In the US, legacy terms differ: an 8-sheet is a junior poster, a 30-sheet is a Poster, and a bulletin is described by its foot size.

■ **Note:** the UK and US sheet systems are not the same

Special pillars Large cylindrical advertising columns, often wrapped for 360 degree visibility.

■ **NL:** special zuilen, peperbussen, reclamezuilen, transformatorzuilen, plakzuilen **Also called:** advertising column, Morris column



Special pillars are cylindrical advertising columns wrapped for 360 degree visibility. Google Pixel, Amsterdam. Photo: Paper Trails.

Wallscape A large OOH execution painted or attached directly onto the exterior wall of a building. Often applied as a full takeover of a wall or facade for maximum impact.

■ **NL:** gevelreclame **Related:** [building wrap](#), [mural](#)

XL and XXL Oversized wild-posting executions beyond standard A and B poster sizes. Exact dimensions are specified per campaign.

■ **PT/SB usage** **Note:** verify fixed dimensions before publishing

05 STREET FURNITURE AND TRANSIT

Formats built into the fabric of the city and its transport network.

A-board (sandwich board) A freestanding, two-sided pavement sign, often A-shaped, used for temporary local advertising.

■ **Also called:** sandwich board **Note:** different from a Dutch driehoeksbord

Bus bench Advertising displayed on or incorporated into a bench at a bus stop or transit waiting area.

■ **NL:** bankreclame

Bus-shelter advertising panel The advertising panel built into a bus or tram shelter.

■ **NL:** abri **Proprietary:** Adshel (a UK Clear Channel brand) **Note:** check whether a generic panel or the Adshel network is meant

City information panel A freestanding, eye-level street-furniture display used for advertising and, in some designs, municipal information, maps or wayfinding.

Related: [mupi](#) **Note:** not every panel carries public information

LED truck A vehicle fitted with one or more digital LED screens, driven or parked at selected locations to display advertising.

Also called: digital mobile billboard, ad truck **Related:** [mobile billboard](#)



An LED truck is a vehicle fitted with digital screens, driven or parked at chosen locations. Compass Box, Paris. Photo: Paper Trails.

Street furniture OOH formats integrated into eye-level city fixtures such as shelters, panels, benches, kiosks and columns, usually close to pedestrians.

NL: straatmeubilair

Transit advertising Advertising on public-transport vehicles and within transport environments such as stations, stops and terminals.

NL: OV-reclame, transportreclame

Triangle board (driehoeksbord) In the Netherlands, a temporary two or three-face A0 poster structure mounted around a lamp, tram or utility pole. It is not a freestanding pavement sign.

NL: driehoeksbord **Also called:** pole-mounted poster frame, lamp-post poster display **Related:** [A-board](#), sandwich board (related, not equivalent)

Underground advertising Advertising within metro or subway systems, including stations, platforms, escalators, corridors and trains.

NL: metroreclame **UK:** Underground or Tube advertising **US:** subway advertising

Vehicle wrap Printed or cut vinyl film applied to all or part of a vehicle to turn its exterior into advertising space.

NL: voertuigwrap, autobellettering **Related:** [fleet wrap](#), [bus wrap](#) (subtypes)

06 LARGE FORMATS AND SPECTACULARS

When the brief says go big.

Building wrap A large printed fabric, mesh or vinyl graphic covering a substantial part or all of a building facade.

NL: geveldoek **Related:** [scaffolding wrap](#), [wallscape](#)

Extension A design element cut out beyond the normal rectangular frame of a poster or bulletin for a three-dimensional, eye-catching effect.

Also called: cut-out, embellishment

Full wrap pillar A cylindrical advertising pillar wrapped around its full circumference with a single campaign creative.

NL: special zuil **Also called:** fully wrapped advertising pillar

High impact Media-sales shorthand for OOH inventory or executions selected primarily for exceptional scale, prominence or standout, rather than a specific physical format.

Note: a descriptor, not a format

Large format A broad category for oversized OOH displays intended to command attention at distance, including large billboards, facade displays and banners. Size thresholds vary by market.

NL: grootformaat

Scaffolding wrap A large printed fabric or mesh graphic fixed to building scaffolding, often covering part or most of a facade during construction or renovation.

NL: steigerdoek, bouwdoek **Also called:** scaffold banner



A scaffolding wrap is a large printed mesh or banner fixed over building scaffolding. Ganni, Copenhagen. Photo: Paper Trails.

Spectacular In US OOH, an oversized or highly customised premium execution, usually larger than a standard bulletin and often featuring extensions, lighting or movement. International usage is looser.

US usage **Related:** landmark site

07 DIGITAL OOH AND PROGRAMMATIC

Screens, software and the data layer that increasingly sits on top of the street.

Anamorphic Creative constructed so it appears three-dimensional or spatially distorted when viewed from a particular position. Often used on large corner or curved screens, but the technique does not require a curved screen.

Also called: forced perspective **Related:** 3D DOOH

Dayparting Splitting the day into segments and scheduling different ads or budgets to each, matching message to moment.

NL: dagdeel-planning

Digital billboard A large-format billboard whose content is changed electronically. Animation or full motion vary by screen, operator and local rules.

Digital Out-of-Home (DOOH) Out-of-home advertising delivered on digital displays whose content can be changed electronically, remotely and, where the system allows, dynamically using data or contextual triggers. Motion and video are capabilities, not requirements.

NL: digitale buitenreclame



Digital out-of-home runs creative on electronic screens that can be updated remotely. Teva. Photo: Paper Trails.

DSP (Demand-Side Platform) Software used by advertisers or agencies to automate buying across digital inventory sources, exchanges and SSPs, including DOOH.

Dynamic content Creative that changes according to predefined rules, data or contextual signals such as location, time, weather or live information.

Related: dynamic creative optimisation (DCO), the process or technology for assembling creative, which is related, not identical

Faux OOH (FOOH) Digitally created or composited content that makes an OOH execution appear to exist in the physical world when it did not occur as shown. Usually made for online or social distribution.

Also called: CGI OOH, fake OOH **Note:** distinct from a real anamorphic display, which physically exists

Full motion video Continuous moving-image or video creative on a digital OOH screen, as opposed to a still frame or limited animation.

Note: spot length is inventory-specific

Geofencing Defining a virtual geographic boundary so location data can trigger, classify or measure activity for devices entering, leaving or present within the area.

Related: geotargeting, location-based advertising

Loop The full rotation of ads on a digital screen before it repeats. A shorter loop means each advertiser appears more often.

Related: loop length, spot length

Play-out A single delivered play or showing of a creative on a digital OOH screen. Proof-of-play records show delivery, not audience exposure.

Also called: play, spot

Programmatic DOOH The automated transaction and buying of DOOH inventory through programmatic technology, including DSPs, SSPs and automated deals. Data and contextual targeting can be used, but are not what make a buy programmatic.

Also called: prDOOH, programmatic OOH

Share of time (SOT) The proportion of a screen's loop that a brand occupies.

Related: [share of voice \(distinct\)](#)

SSP (Supply-Side Platform) Technology publishers or media owners use to automate selling inventory and connect to exchanges and DSPs.

Static On a digital screen, a still image with no motion during the spot.

Opposite: [full motion video](#) **Note:** static OOH can also mean non-digital printed inventory

Weather activation Triggering or changing creative based on live weather, a classic dynamic DOOH tactic.

Also called: weather-triggered activation

08 BRAND ACTIVATIONS AND EXPERIENTIAL

The live, physical, made-for-sharing end of the business.

Brand activation An execution or experience designed to bring a brand to life and stimulate engagement or action.

| **NL:** merkactivatie

Buzz The informal conversation, attention and word of mouth generated around a campaign or activation, online or offline.

| **NL:** mond-tot-mondreclame **Related:** earned media

City take over A coordinated campaign that creates concentrated brand dominance across multiple OOH, guerrilla or activation touchpoints within a city or district.

| **NL:** stadsovername **Related:** domination, blanket campaign



A city take over concentrates a brand across many sites in one city at once. Nike, Amsterdam. Photo: Paper Trails.

Experiential stunt A staged, interactive event designed to create a memorable in-person experience and shareable content.

| **Related:** brand stunt

Gamification Adding game mechanics such as challenges, rewards or competition to an activation to drive participation.

| **Related:** interactive, playable

Immersive experience An experience designed to surround and involve participants through spatial, sensory, interactive or digital elements.

| **Related:** experience zone

Installation A physical, often sculptural brand object placed in public space to be noticed, used or photographed.

| **NL:** installatie **Related:** [special build](#)

Pop-up A temporary branded space or event that appears for a short window, then disappears.

| **Also called:** pop-up store, pop-up event

Roadshow A touring activation that repeats the same branded experience across multiple cities or locations.

| **Related:** tour, mobile activation

Special build A custom-fabricated, non-standard physical OOH or activation structure made for one campaign.

| **Also called:** bespoke build, custom build

Take me home An interactive wild-posting tactic in which posters, prints or objects are designed to be removed and taken home by the audience.

| **PT/SB usage** **Related:** collectible, giveaway

09 PLANNING, BUYING AND MEASUREMENT

How campaigns get scoped, sold and counted. Different markets use different audience currencies, so several of these carry a market tag.

Allotment In US and traditional OOH, the number of advertising units required to achieve a desired GRP or showing level in a market.

US usage

Annual Average Daily Traffic (AADT) The estimated average 24-hour vehicle traffic passing a road location across a year, adjusted for seasonal variation. A traffic input, not an audience measure by itself.

NL: gemiddelde etmaalintensiteit

Approach The distance along the line of travel from first full visibility of a roadside display until the copy becomes unreadable.

Related: read distance

Charting Selecting the specific locations and dates for a campaign to optimise placement and timing.

NL: locatieplanning

Circulation The volume of vehicle or pedestrian traffic passing a location. It indicates potential exposure but is not itself a measured advertising audience.

Related: traffic count, AADT, footfall

Cost Per Thousand (CPM) The cost of delivering 1,000 measured impressions or contacts under the relevant audience currency. The arithmetic is universal; what counts as an impression differs by market.

NL: kosten per duizend **Note:** mille is Latin for thousand

Daily Effective Circulation (DEC) A US legacy estimate of people in vehicles passing and potentially exposed to a display in a daily period. A circulation measure, no longer endorsed by Geopath as a buying currency.

US legacy usage

Dwell time How long a person lingers near an ad and so has the chance to absorb it. High in stations, queues and shelters.

NL: verblijftijd

Flight The scheduled period during which a campaign runs.

NL: campagneperiode **Also called:** in-charge period

Frequency The average number of times a reached individual is exposed to the campaign within a defined period, under the relevant measurement system.

NL: contactfrequentie

Gross Rating Point (GRP) Total in-market impressions delivered by a schedule, expressed as a percentage of the market population. GRPs are based on gross impressions and can include repeat exposure.

NL: bruto bereikspunt

Impressions A gross count of advertising exposures or contacts according to the applicable measurement system. The precise qualification varies by market.

NL: impressies, contacten

Inventory The total pool of ad space a media owner or network has available to sell.

NL: voorraad

Lead time The time needed to plan, produce and install a campaign before it can go live.

NL: doorlooptijd

Media owner A company that controls, operates and commercially sells OOH inventory. It may own the structure or hold the media rights, but does not necessarily own the land.

NL: exploitant **Also called:** media vendor, operator

Net reach The unduplicated audience: unique individuals reached, counting repeat viewers once.

NL: netto bereik

Opportunity to See (OTS) A basic exposure concept: an opportunity for a person to be exposed to media, which does not establish that the ad was actually noticed. Modern OOH currencies apply visibility adjustments beyond raw OTS.

Also called: exposure **Note:** superseded in the US (Geopath) and not traded on alone in GB (Route)

Posting date The scheduled date on which installation of campaign creative begins or is due. Not every panel becomes visible at exactly the same moment.

Also called: live date, go-live

Proof of performance (POP) Documented evidence that a campaign ran as booked, which may include photos, locations, dates and timestamps.

NL: plakrapportage **Related:** proof of play (the DOOH counterpart)

Rate card A media owner's published price list by format, location and duration.

NL: tarievenkaart

Reach The unduplicated number or percentage of a target audience reached at least once during a campaign, under the applicable measurement system.

NL: bereik

Read (left read, right read) Which side of a road a roadside display faces. A right read is seen on the right-hand side of the road by approaching traffic; a left or cross read is seen on the left-hand side, across opposing lanes.

US roadside usage

Share of Voice (SOV) A brand's share of advertising presence within a defined market, channel or competitive set. Specify the basis, for example spend, faces, impressions or screen time.

NL: aandeel in media

Showing In US and traditional OOH, a legacy level of market delivery, commonly expressed as #25, #50, #75 or #100. The number of panels varies by market; modern planning translates it into audience delivery.

US legacy usage

Sightline (clear sightline) A clear, unobstructed view of an OOH unit from where the audience is. A unit with a poor sightline underdelivers.

NL: zichtlijn **US note:** in US OOH, line of sight specifically means simultaneous viewing of more than one unit

Target Rating Points (TRP) Gross rating points calculated for a specified target audience: target-specific in-market impressions relative to the target population.

Visibility Adjusted Contact (VAC) In Great Britain (Route), a contact adjusted for the likelihood that an exposed person actually sees the advertising frame, based on factors such as distance, angle, duration and format.

GB / Route usage

Visibility Adjustment Index (VAI) In the US (Geopath), the proportion of a unit's OTS or circulation estimated likely to notice the ad, based on visibility characteristics. An adjustment index, not an audience measure itself.

US / Geopath usage

10 PRODUCTION, ARTWORK AND PRINT

The technical vocabulary that keeps a print job from arriving cropped, blurry or the wrong colour.

Specifications are supplier-specific. These entries explain what each term is; always follow the media owner's or printer's own template for exact figures.

Artwork The production-ready creative file or files supplied for printing, fabrication or digital display, to the supplier's specification.

NL: drukwerkbestand **Note:** aanlevering is the supplying process, not the file

Backlit A print or panel lit from behind for night-time visibility, standard in abris and mall displays.

Opposite: frontlit

Bleed Extra image area extending beyond the finished trim edge so minor cutting variation leaves no blank edge. The required amount varies by format and supplier.

NL: afloop

Bridges Small connectors left in a stencil so isolated island parts do not fall out when the stencil is cut.

Related: islands

CMYK The four-process-colour print model: cyan, magenta, yellow and black. Many workflows require CMYK artwork, but colour profiles, ink coverage and black recipes follow the printer's specification.

Note: do not assume a fixed rich-black recipe

Creative The visual and written content of the ad itself, as opposed to the media space it runs in.

NL: creatie

Die cut Cutting a printed piece to a custom shape rather than a rectangle.

NL: stansen **Related:** [kisscut](#)

DPI and resolution Resolution describes image detail. Raster artwork is measured in pixels per inch (PPI); DPI describes output dots, though the terms are often used loosely. The effective resolution needed depends on final size, artwork scale, process and supplier.

NL: resolutie

Kisscut A cut through the sticker or vinyl face material but not the backing liner, so the sticker peels away cleanly.

NL: kisscut, halfsnede **Related:** stanslijn **Note:** the spot-colour cut path is a convention, not part of the definition

Mock-up A visual preview showing how creative will look in situ before production.

NL: visual **Related:** proof

Outlined fonts Text converted from live font characters into vector paths so the artwork no longer needs the font installed. Whether to outline or embed depends on the supplier workflow.

NL: lettertypen omzetten naar contouren

Overprint A print setting where one ink prints over the ink beneath rather than knocking it out. Check it in overprint or separation preview.

Related: knockout

Posting instructions (layout sheet) Detailed directions assigning specific copy to specific locations for a campaign.

PT/SB usage: directions sheet **Related:** clustering instructions

PVC Polyvinyl chloride, a durable plastic used in many flexible OOH substrates including banner and self-adhesive vinyl. Formulations and intended use vary.

Related: [vinyl](#)

Safe area The margin inside the edge where key text and logos must stay so nothing is cut off or hidden by a frame. The required margin is format- and supplier-specific.

NL: veilige zone

Vinyl Industry shorthand for flexible plastic film or sheeting used for wraps, stickers and some banners, commonly PVC-based. Material, adhesive and finish vary.

Related: self-adhesive vinyl, cast vinyl, calendered vinyl

11 LEGAL, PERMITS AND OPERATIONS

The rules of the street, and the words that appear when they are (or are not) followed.

Terminology and approval requirements differ by location. These definitions describe industry concepts, not legal advice; always check the rules and permissions for the specific site.

Authorised versus unauthorised Authorised placement: an execution for which the required site or property permission and any applicable municipal, regulatory or operator approvals are in place. Unauthorised: one or more required permissions are absent.

NL: geoorloofd versus ongeoorloofd

Cease and desist A formal demand requiring a party to stop a specified activity and usually not repeat it.

NL: sommatie, sommatiebrief

Fly posting ban A local rule prohibiting or restricting unauthorised poster placement, with enforcement against it.

NL: plakverbod **Related:** handhaving (enforcement)

Permit Formal approval from the relevant public authority for an advertising placement or activity where such approval is required. It is separate from the site or property owner's permission; a campaign may need both. Dutch requirements vary by municipality and may involve a permit, exemption or notification.

NL: vergunning

Precariobelasting A Dutch municipal tax that may be charged for objects placed on, under or above land belonging to the municipality, such as an advertising sign or scaffolding. Whether it applies and the rate depend on the municipality.

Note: land ownership matters

Site owner The party that owns or controls the property, wall, facade or site on which an execution is placed. Site-owner consent may be required but does not replace public permits.

NL: pandeigenaar **Related:** landlord **Note:** keep separate from media owner

Take-down Removal of an installation or campaign at the end of its run, including any required cleaning or reinstatement.

NL: verwijderen, afhalen **Related:** de-rig, strike

12 DUTCH TO INTERNATIONAL QUICK REFERENCE

The pairs that trip up the most briefs. Same idea, different word depending on where you are standing.

Dutch (NL)	International (UK / US / general)	What it is
Wildplak / wildplakken	Wild posting (US); fly-posting (UK, unauthorised)	Posters on urban surfaces, authorised or not
Beaming / wildbeaming	Projection, projection advertising	Projecting imagery onto buildings and surfaces
Abri	Bus shelter, transit shelter	Shelter and its ~2 m2 poster format (Adshel is a UK brand, not a translation)
Mupi	City information panel (functional)	Freestanding eye-level panel; MUPI is a JCDecaux-origin term, no exact English equivalent
Special zuil / peperbus	Advertising column, Morris column	Cylindrical wrapped street pillar (not kiosk)
Steigerdoek / bouwdoek	Scaffolding wrap, scaffold banner	Printed mesh or banner material over building scaffolding
Driehoeksbord	Pole-mounted A0 poster frame, lamp-post display	Two or three A0 faces around a pole (A-board is related, not equal)
Straatreclame	Street marketing, street advertising	Advertising aimed at pedestrians
Buitenreclame	Out-of-home (OOH), outdoor advertising	All advertising away from home
Merkactivatie	Brand activation	Live moment that brings a brand to life
Stadsovername	City take over	Concentrated brand dominance across a city
Plakploeg	Poster team, bill posters	Crew that installs and monitors posters
Plaksel / tarwelijm	Wheatpaste	Paste for posters and paste-ups
Reverse graffiti	Reverse graffiti (technique)	Image made by cleaning; distinct from green graffiti, a broader label
Afloop	Bleed	Image extended past the trim edge
Vergunning	Permit (public authority)	Authority approval, separate from site-owner consent
Bereik / frequentie	Reach / frequency	How many people, how often
Plakrapportage	Proof of performance (POP)	Delivery documentation: photos, locations, dates, timestamps

13 ALPHABETICAL INDEX

Every defined term, A to Z, with the section where you will find it.

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THE STREETS ARE YOURS

Now you speak the language. Let's put it to work.

Paper Trails and Stadsbehang plan and execute guerrilla, out-of-home and brand activation campaigns across Europe and beyond. From a single wall to a full city take over, we handle strategy, production, permits and the crews on the ground.

Whether you know exactly which format you want or you just have a wild idea and a city in mind, we would love to hear it.

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