Printing paper comes with or without coating (that is simplistic but basically true).    
Coating is generally made of a recipe of crushed calcium and latex and then calendared for “gloss or matte finish”.

Litho label is “text basis weight” (basis size 25 x 38)

This is printing paper with one side coated and one side uncoated.  The uncoated side gets glued or laminated as a label or poster to rigid boxes, puzzles, corrugated boxes, etc..

Litho is short for “Lithography” – (Offset Printing)