

**New Readers
Content Analysis**

Definitions of Data Categories

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Note: The figures in the tables indicate the average for all the newspapers in a given group (column).

**1
Newspapers / Circulation Category**

Combined data from comparably sized newspapers provided for comparison. Circulation size has been determined using a seven-day average (or equivalent) circulation. Groups are as follows:

- 10,000-50,000
- 50,000-100,000
- 100,000-300,000
- 300,000+

**2
Total number of broadsheet pages**

Number of broadsheet pages published.

**3
Column inch per broadsheet page**

Total column inches per broadsheet page.

**4
Total number of tabloid pages**

Number of tabloid size pages published. Includes magazines but not advertising inserts and TV books.

**5
Average number of tabloid pages**

Number of tabloid size pages, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday. Includes magazines but not advertising inserts and TV books.

6

Average number of broadsheet pages

Number of broadsheet pages, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

7

Editorial

The space devoted to editorial content in the newspaper measured in broadsheet pages, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

8

Paid Advertising

The space devoted to paid advertising in the newspaper measured in broadsheet pages, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

9

Unpaid Advertising

The space devoted to unpaid advertising in the newspaper measured in broadsheet pages, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

10

Classified Advertising

The space devoted to classified advertising in the newspaper measured in broadsheet pages, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

11

Editorial

The space devoted to editorial content in the newspaper measured in broadsheet pages, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

12

Paid Advertising

The space devoted to paid advertising in the newspaper measured in broadsheet pages, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

13

Unpaid Advertising

The space devoted to unpaid advertising in the newspaper measured in broadsheet pages, divided by the total number of broadsheet pages.

14

Classified Advertising

The space devoted to classified advertising in the newspaper measured in broadsheet pages, divided by the total number of broadsheet pages.

15

Editorial

The space devoted to editorial content in the newspaper measured in column inches, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

16

Paid Advertising

The space devoted to paid advertising in the newspaper measured in column inches, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

17

National

The space devoted to national advertising in the newspaper measured in column inches, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday (a sub-category of paid advertising).

18

Retail

The space devoted to retail advertising in the newspaper measured in column inches, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday (a sub-category of paid advertising).

19

Unpaid Advertising

The space devoted to unpaid advertising in the newspaper measured in column inches, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

20

Ad / Edit Ratio (weekday or Sunday)

The ratio of space devoted to advertising and space devoted to editorial content, in column inches.

21

All Classified Advertising

Number of column inches of classified advertising, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

22

Jobs

Number of column inches of jobs and employment classified advertising, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

23

Real Estate

Number of column inches of real estate classified advertising, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

24

Auto

Number of column inches of auto classified advertising, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

25

Other

Number of column inches of other classified advertising not specified above, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

26

Average number of inserts

Number of pre-printed advertising inserts, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

27

National

Number of pre-printed national advertising inserts, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

28

Retail

Number of pre-printed retail advertising inserts, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

29

Classified

Number of pre-printed classified advertising inserts, divided by six (or the equivalent) for Monday-Saturday and by two for Sunday.

30

Sections (by day of the week)

Number of stand-alone pullout sections of the newspaper, by day of the week.

31

Total stories analyzed

Stories have to be two inches long to count (including photos and headlines) and written in complete sentences with a central theme. Must be a complete story, not a promotional reference to a full story contained elsewhere or a paid ad. This figure refers to the total number of stories sampled for analysis.

32

Average area of story package

Area of total story package, in square inches. Includes text, headlines, photographs, graphics and any other element of the story. Excludes “refers” and other promotional elements that are not directly a part of the story.

33

Stories that jump

Number of stories that continue to another page — usually with a tag such as “see City Hall on Page 8” at the end — divided by the total number of stories.

34

Average number of stories on Page 1

Total number of stories on Page 1 divided by six (or the equivalent) for Monday-Saturday, by two for Sunday or by seven (or the equivalent) for the seven day average.

35

Go and do information

Number of stories with “go and do” information divided by the total number of stories. “Go and do” information gives specific facts that allow readers to take action as a direct result of reading. It includes: times, dates and places where events will occur; phone numbers to call, make reservations, join, etc.; Web site URLs of non-newspaper sources of information; recipes.

36

Refers to other stories

Number of stories that include a reference to another story or any other in-paper content divided by the total number of stories.

37

Stories with photos

Number of stories with one or more photos divided by the total number of stories.

38

Average number of photos per story

Number of photos divided by the total number of stories.

39

Average photo area

Area of an average photo, in square inches.

40

Color photos

Number of photos in color divided by the total number of photos.

41

Action shots

Number of photos showing a person or people in action (e.g., talking, walking, running) divided by the total number of photos.

42

Group shots

Number of photos showing more than one person divided by the total number of photos.

43

Mug shots

Number of photos showing only one person, from the shoulders and up, facing the camera divided by the total number of photos.

44

Stories with emphasized text

Number of stories containing text that is visually emphasized (i.e., text is bold, boxed, larger) *and* that enhances (i.e., summarizes, highlights) the content of the story divided by the total number of stories. Includes pullout quotes, a box with go-and-do information or other information the paper wants to emphasize.

45

Stories with graphics

Number of stories with illustrations, drawings and any non-photographic art used to enhance the presentation of the story divided by the total number of stories. Includes chart, graphs and maps (but not fonts).

46

Main headline only

Number of stories with one main headline divided by the total number of stories.

47

Main headline plus

Number of stories that include a more elaborate headdress in addition to the main headline divided by the total number of stories.

48

No headline

Number of stories with no headline at all divided by the total number of stories.

49

Declarative headline

Number of stories with a headline that describes the essence of the story (usually includes subject and a verb) divided by the total number of stories.

50

Label headline

Number of stories with a headline that is a title for a story (e.g., “An Autumn Mix”) divided by the total number of stories.

51

Question headline

Number of stories with a headline in the format of a question divided by the total number of stories.

52

Other headline type

Number of stories with headlines in formats other than declarative, label or question divided by the total number of stories.

53

Female byline / tagline

Number of stories with a credit line given to an author who is identifiably female divided by the total number of stories.

54

Male byline / tagline

Number of stories with a credit line given to an author who is identifiably male divided by the total number of stories.

55

No byline / tagline

Number of stories with no credit line given to an author divided by the total number of stories.

56

Author contact information

Number of stories with a telephone number or e-mail address for the author of the story in the byline or tagline divided by the total number of stories.

57

Solicitation for content or feedback

Number of stories containing calls by the paper for readers to send in content such as questions, suggestions, ideas for stories, tips, etc., or phrases such as “let us know what you think about...” divided by the total number of stories.

58

First or second person

Number of stories **OR** promotions **OR** ads that are written in the 1st or 2nd person (e.g., I, we, our, us and you, your, you’re) divided by the total number of stories **OR** promotions **OR** ads.

59

Politics / Government

Number of stories **OR** promotions about politics and government divided by the total number of stories **OR** promotions about in-paper editorial content. Includes war and international conflict, elections, city planning and land use, immigration and human rights as well as political scandals.

60

Crime / Legal

Number of stories **OR** promotions about crime, courts, legal issues and the criminal justice system divided by the total number of stories **OR** promotions about in-paper editorial content. Includes stories about criminal activity, wrongdoing, arrests, trials and convictions.

61

Disaster / Accidents

Number of stories **OR** promotions about natural disasters and accidents divided by the total number of stories **OR** promotions about in-paper editorial content. Includes stories about damage caused by natural disasters and large scale (as well as small) road accidents, fires etc.

62

Business

Number of stories **OR** promotions about business divided by the total number of stories **OR** promotions about in-paper editorial content. Includes stories about companies, markets, jobs and personal finance.

63

Sports

Number of stories **OR** promotions about sports divided by the total number of stories **OR** promotions about in-paper editorial content. Includes stories about college and professional sports, high school and youth leagues, international events and recreational sports.

64

Entertainment

Number of stories **OR** promotions about entertainment divided by the total number of stories **OR** promotions about in-paper editorial content. Includes movies, television, popular music, books, fine arts (e.g., theater, museums, opera, classical music, ballet) and celebrity news.

65

Parenting / Relationships

Number of stories **OR** promotions about parenting and relationships divided by the total number of stories **OR** promotions about in-paper editorial content. Includes advice columns (e.g., Dear Abby)

66

Science / Technology

Number of stories **OR** promotions about science and technology divided by the total number of stories **OR** promotions about in-paper editorial content. Includes stories about scientific advances, computers, space etc.

67

Health / Fitness / Medicine

Number of stories **OR** promotions about health, fitness and medicine divided by the total number of stories **OR** promotions about in-paper editorial content. Includes medicine, nutrition, exercise and wellness.

68

Education

Number of stories **OR** promotions about education divided by the total number of stories **OR** promotions about in-paper editorial content. Includes schools, education policies, student performance, parent-teacher projects etc.

69

Automotive

Number of stories **OR** promotions about automotive divided by the total number of stories **OR** promotions about in-paper editorial content. Includes reviews of car models, stories about safety and other features, trends etc.

70

Leisure Travel

Number of stories **OR** promotions about leisure travel divided by the total number of stories **OR** promotions about in-paper editorial content. Includes stories about destinations, travel industry, price comparisons etc.

71

Environment / Weather

Number of stories **OR** promotions about environment and weather divided by the total number of stories **OR** promotions about in-paper editorial content. Includes daily weather maps and charts as well as stories about environmental issues.

72

Religion / Spirituality

Number of stories **OR** promotions about religion and spirituality divided by the total number of stories **OR** promotions about in-paper editorial content. Includes stories about holidays and festivals, prominent religious figures, trends, events, scandals.

73

Ordinary People

Number of stories **OR** promotions about ordinary people divided by the total number of stories **OR** promotions about in-paper editorial content. Includes profiles of ordinary people, stories about ordinary people doing extraordinary things.

74

Home / Garden / Real Estate

Number of stories **OR** promotions about home, garden and real estate divided by the total number of stories **OR** promotions about in-paper editorial content. Includes stories about trends, advice, how-to fix or care for your home etc.

75

Food

Number of stories **OR** promotions about food divided by the total number of stories **OR** promotions about in-paper editorial content. Includes food preparation and recipes, restaurant reviews, trends etc.

76

Community Announcements

Number of stories **OR** promotions about community announcements divided by the total number of stories **OR** promotions about in-paper editorial content. Includes stories about upcoming neighborhood fairs and festivals, community-wide events and ceremonies etc.

77

Obituaries

Number of stories **OR** promotions about obituaries divided by the total number of stories **OR** promotions about in-paper editorial content. Includes stories about the life of a deceased person.

78

Fashion / Beauty

Number of stories **OR** promotions about fashion and beauty divided by the total number of stories **OR** promotions about in-paper editorial content. Includes trends, coverage of fashion shows, advice and how-to etc.

79

Commuting / Transportation

Number of stories **OR** promotions about commuting and transportation divided by the total number of stories **OR** promotions about in-paper editorial content. Includes public transportation, travel issues, public works, trends etc.

80

Other topic

Number of stories **OR** promotions about other topics not specified above divided by the total number of stories **OR** promotions about in-paper editorial content.

81

Wire or news service

Number of stories credited to AP, Reuters or any other news service, including stories credited to staffs at other newspapers divided by the total number of stories.

82

Staff written

Number of stories with or without a byline that are identified as coming from the newspaper, including "special to," bureaus and special correspondents of the newspaper divided by the total number of stories.

83

Reader submitted

Number of stories specifically identified as having been written by a reader (e.g., a letter to the editor) divided by the total number of stories.

84

Unspecified story origin

Number of stories in which the origin of the story is not specified divided by the total number of stories.

85

Local / County

Number of stories in which the geographic focus is local (i.e., the geography where readers live and work on a daily basis) divided by the total number of stories.

The geographic focus of a story is determined based on where the main action in the story occurs or where the main sources of the story are from, and in relation to the newspaper's home market.

86

State / Region

Number of stories in which the geographic focus is statewide or regional (i.e., the state or neighboring states) divided by the total number of stories.

The geographic focus of a story is determined based on where the main action in the story occurs or where the main sources of the story are from, and in relation to the newspaper's home market.

87

National

Number of stories in which the geographic focus is national (i.e., the U.S. as a whole, beyond the local area and not international) divided by the total number of stories. Includes portions of the United States, as in "the South" or the "tri-state area" and/or any other state in the U.S.

The geographic focus of a story is determined based on where the main action in the story occurs or where the main sources of the story are from, and in relation to the newspaper's home market.

88

International

Number of stories in which the geographic focus is international (i.e., foreign countries or broad global issues) divided by the total number of stories.

89

No geographic focus

Number of stories in which there is no discernable geographic focus (e.g., movie reviews, advice columns, recipes) divided by the total number of stories.

90

General News

Number of stories that emphasize facts of a recent event in a concise and clear way (often associated with the "inverted pyramid" story structure) divided by the total number of stories.

91

Feature-style

Number of stories with a story-telling approach rather than a recount of the facts (e.g., a narrative with a beginning, middle and end; stories including anecdotes, colorful detail, or dialogue) divided by the total number of stories.

92

Commentary / Criticism

Number of stories with a first-person opinion or a stated opinion of the newspaper (e.g., editorials, opinion or advice pieces, art, music and entertainment criticism and product advice etc.) divided by the total number of stories.

93

Utility / How-to / Guide

Number of stories with recommendations for products, activities, places etc. written usually by staff divided by the total number of stories. Stories usually include multiple items, but not necessarily, and are typically oriented to help readers make a choice among a selection of consumer items.

94

Q&A / Poll

Number of stories that are organized as a Q&A or interview, including advice columns divided by the total number of stories.

95

Stand-alone photo

Number of stories that are either a single stand-alone photo or a group of photos with captions divided by the total number of stories.

96

Other story treatment

Number of stories with other treatment not specified above divided by the total number of stories. Includes advertorials and other stories that did not fit into any of the other categories.

97

African-American

Number of stories **OR** promotions **OR** ads that focus on African-Americans or people of African ancestry divided by the total number of stories **OR** promotions **OR** ads.

The demographic focus of a story is determined based on whether the race or ethnicity, the age or the gender of the people or places or events presented in the story is a focus of the story (not necessarily *the* focus but *a* focus). Membership in one of the five demographic groups has to be germane to the story. Includes stories about affirmative action, bilingual education, glass ceiling. The demographic focus of promotions or ads is more difficult to determine given their concise nature, but the same general rules apply.

98

Hispanic or Latino origin

Number of stories **OR** promotions **OR** ads that focus on people of Hispanic or Latino origin divided by the total number of stories **OR** promotions **OR** ads.

The demographic focus of a story is determined based on whether the race or ethnicity, the age or the gender of the people or places or events presented in the story is a focus of the story (not necessarily *the* focus but *a* focus). Membership in one of the five demographic groups has to be germane to the story. Includes stories about affirmative action, bilingual education, glass ceiling. The demographic focus of promotions or ads is more difficult to determine given their concise nature, but the same general rules apply.

99

Asian and Pacific Islanders

Number of stories **OR** promotions **OR** ads that focus on Asians and Pacific Islanders divided by the total number of stories **OR** promotions **OR** ads.

The demographic focus of a story is determined based on whether the race or ethnicity, the age or the gender of the people or places or events presented in the story is a focus of the story (not necessarily *the* focus but *a* focus). Membership in one of the five demographic groups has to be germane to the story. Includes stories about affirmative action, bilingual education, glass ceiling. The demographic focus of promotions or ads is more difficult to determine given their concise nature, but the same general rules apply.

100

Women

Number of stories **OR** promotions **OR** ads that focus on women divided by the total number of stories **OR** promotions **OR** ads.

The demographic focus of a story is determined based on whether the race or ethnicity, the age or the gender of the people or places or events presented in the story is a focus of the story (not necessarily *the* focus but *a* focus). Membership in one of the five demographic groups has to be germane to the story. Includes stories about affirmative action, bilingual education, glass ceiling. The demographic focus of promotions or ads is more difficult to determine given their concise nature, but the same general rules apply.

101

Youth / Young Adults

Number of stories **OR** promotions **OR** ads that focus on youth and young adults divided by the total number of stories **OR** promotions **OR** ads.

The demographic focus of a story is determined based on whether the race or ethnicity, the age or the gender of the people or places or events presented in the story is a focus of the story (not necessarily *the* focus but *a* focus). Membership in one of the five demographic groups has to be germane to the story. Includes stories about affirmative action, bilingual education, glass ceiling. The demographic focus of promotions or ads is more difficult to determine given their concise nature, but the same general rules apply.

102

General

Number of stories **OR** promotions **OR** ads that do not focus on any of the specified demographic groups divided by the total number of stories **OR** promotions **OR** ads.

The demographic focus of a story is determined based on whether the race or ethnicity, the age or the gender of the people or places or events presented in the story is a focus of the story (not necessarily *the* focus but *a* focus). Membership in one of the five demographic groups has to be germane to the story. Includes stories about affirmative action, bilingual education, glass ceiling. The demographic focus of promotions or ads is more difficult to determine given their concise nature, but the same general rules apply.

103

With Spanish Language

Number of stories **OR** promotions **OR** ads containing a word, sentence or more in Spanish divided by the total number of stories **OR** promotions **OR** ads.

104

Total number of people in stories

Number of people mentioned in stories appearing on the front page of any section of the newspaper. A person mentioned might be a source quoted in the story or just a person referred to (by name or not) in the story.

105

Average number of people per story

Number of people mentioned in stories appearing on the front page of any section of the newspaper divided by the total number of stories.

106

Women

Number of people identified as female divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table).

107

Men

Number of people identified as male divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table).

108

Ordinary people

Number of people identified as ordinary people divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in

photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table).

109

Officials

Number of people identified as officials divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table).

110

Celebrities

Number of people identified as celebrities divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table).

111

Athletes

Number of people identified as athletes divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table).

112

African-American

Number of people identified as African-American or people of African ancestry divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table) and whose race / ethnicity is identifiable.

113

Hispanic or Latino origin

Number of people identified as of Hispanic or Latino origin divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table) and whose race / ethnicity is identifiable.

114

Asian and Pacific Islander

Number of people identified as Asians and Pacific Islanders divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table) and whose race / ethnicity is identifiable.

115

White, non-Hispanic

Number of people identified as White, non-Hispanic divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table) and whose race / ethnicity is identifiable.

116

Race unidentifiable

Number of people whose race is unidentifiable divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table).

117

18 and under

Number of people identified as age 18 or under divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table) and whose age is identifiable.

118

19-34

Number of people identified as age 19 to 34 divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table) and whose age is identifiable.

119

35 and over

Number of people identified as age 35 or over divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table) and whose age is identifiable.

120

Age unidentifiable

Number of people whose age is unidentifiable divided by the total number of people **EITHER** mentioned in stories appearing on the front page of any section of the newspaper **OR** shown in photos appearing as part of the editorial content of the newspaper **OR** shown in ads (denominator changes for each table).

121

Total number of photos

Number of all photos appearing as part of the editorial content of the newspaper.

122

Total number of people in photos

Number of people shown in photos appearing as part of the editorial content of the newspaper.

123

Average number of people per photo

Number of people shown in photos appearing as part of the editorial content of the newspaper divided by the total number of photos.

124

Total promotions analyzed

Promotions refer to advertising the newspaper does for itself. Includes the main flag (i.e. the title) of the newspaper, refers, skyboxes, rails and other front-page bits about inside content, all indices, house advertisements of any sort, all contact and newspaper policy information having to do with the newspaper itself but not related to a particular story (e.g., names of publisher, senior management), all advertisements for any of the newspaper's subsidiary publications, Web sites, or other media formats, end of story referrals to another story (NOT a jump), all advertisements sponsored by the newspaper (e.g., for events) and ads for NIE.

125

Average number of promotions per day

Total number of in-paper promotion items divided by seven (or the equivalent).

126

Total area of promotions

Area of all promotion items, in square inches. Includes headlines, text, photographs, graphics and any other material relating to the promotion.

127

Average area of promotion

Area of in-paper promotion items, in square inches. Includes headlines, text, photographs, graphics and any other material relating to the promotion.

128

Section front

Number of promotion items **OR** ads on the first page of any stand-alone section divided by the total number of promotions **OR** ads.

129

Same day in-paper content

Number of in-paper content promotion items that highlight a content item or a section contained elsewhere in the newspaper divided by total number of promotions.

130

Upcoming in-paper content

Number of in-paper content promotion items that highlight a content item that will be published in a future edition of the newspaper divided by total number of promotions.

131

General Brand

Number of items promoting the newspaper overall using the brand name of the paper or any service or feature of the newspaper including circulation sales, classified ad sales etc. divided by total number of promotions.

132

Affiliated media

Number of items promoting the newspaper's Web site or other newspaper company media property divided by total number of promotions.

133

Above fold

Number of promotion items **OR** ads that begin above the vertical mid-point of the page (top half) divided by the total number of promotions **OR** ads.

134

In color

Number of promotion items **OR** ads that include graphics or text in color divided by total number of promotions **OR** ads.

135

With graphics

Number of promotion items that include illustrations, drawings and any non-photographic visual used to enhance the presentation of the promotion divided by total number of promotions. Includes maps, charts, logos and sports teams' mascots and helmets.

136

With photos

Number of promotion items that include photographic visuals divided by total number of promotions.

137

With a pay-off

Number of promotions which include an explicit and concrete benefit to reading the paper divided by total number of promotions. Includes getting a recipe, a free gift, but also impressing your friends or being smarter.

138

Specific story / Series

Number of items promoting a specific story, or a series of stories, in the newspaper divided by the total number of same day in-paper content promotions.

139

Section / Topic

Number of items promoting a section or a topic in the newspaper divided by the total number of same day in-paper content promotions.

140

Index / Multiple topics

Number of indices (front page or otherwise) or items promoting multiple topics in the newspaper divided by the total number of same day in-paper content promotions.

141

Advertising

Number of items promoting advertising content in the newspaper divided by the total number of same day in-paper content promotions.

142

General Classifieds

Number of items promoting classified advertising (specific ads or sections) in the newspaper divided by the total number of same day in-paper content promotions about advertising.

143

Contact information

Number of promotions that give readers ways to contact the paper for sending in specific content divided by the total number of upcoming in-paper content promotions. For example, "Send us a photo of your tattoo."

144

Name only

Number of promotion items including the newspaper's name only divided by the total number of general brand promotions.

145

Name plus

Number of promotion items including the paper's name and some characterization such as "We mean the world to you" or "The Valley's leading newspaper" divided by the total number of general brand promotions.

146

Contact information

Number of promotion items including information about who works at the paper, how to contact people at the paper or general instructions to submit content (e.g., letters to the editor policy) divided by the total number of general brand promotions.

147

Program / Sponsor

Number of promotion items of other businesses or events which are sponsored by the paper (e.g., “Taste of Chicago”), or are a program of the paper (e.g., “Volunteer of the week”) divided by the total number of general brand promotions.

148

Web site

Number of items promoting the newspaper’s own Web site, or “gate” Web site clearly linked (e.g., Boston.com) divided by the total number of affiliated media promotions.

149

Television station

Number of items promoting a TV station, typically local, explicitly affiliated or partnered with the newspaper divided by the total number of affiliated media promotions.

150

Radio station

Number of items promoting a radio station, typically local, explicitly affiliated or partnered with the newspaper divided by the total number of affiliated media promotions.

151

Other media

Number of items promoting other types of media in some partnership with the newspaper (e.g., weeklies, books) divided by the total number of affiliated media promotions

152

Total ads analyzed

This report contains data on display ads (or ROP) only, which come in different sizes, from a two-page spread to full-page to a fraction of a page. Ads typically have a border and share space with other ads as well as with editorial text.

153

Number of additional ads on same page

Average number of additional ads appearing on the same page as the ad sampled for analysis.

154

Ads for product or service

Number of ads promoting products (e.g., tangible goods such as clothes, food, loans, furniture, movies, basketball games and other entertainment) or service (e.g., non-tangible goods such as education, legal advice and financial advice) divided by the total number of ads.

155

Larger than a quarter page

Number of ads that are larger than a quarter of the page they are printed on divided by the total number of ads.

156

With logo

Number of ads that include a photo or illustration of the company or product logo divided by the total number of ads.

157

With product

Number of ads that include a photo or illustration of the product promoted divided by the total number of ads.

158

With people

Number of ads that include a photo or illustration of people divided by the total number of ads.

159

"Why" technique

Number of “why” ads divided by the total number of ads. The “why” technique refers to ads that are designed to sell you an image. They often don’t specify product information, list a price, give a street address, or tell you that you have to hurry to get it while supply lasts. These ads try to sell an idea, the concept of the brand and they focus on *why* you should buy but they don’t directly ask you to do anything. They may try to appeal to an emotional need or to present a solution to a problem.

160

Price reduction / Sale

Number of ads that include reduced prices or mention a sale event divided by the total number of ads.

161

Non-commercial event

Number of ads that include information about an event that is not related to a sale of a product or service divided by the total number of ads. Includes announcements for town hall meetings, city council meetings etc.

162

Comparison

Number of ads with text comparing the features of a product or service to another specific product or service divided by the total number of ads.

163

Contest / Raffle / Draw

Number of ads that contain information about how to participate in a contest, raffle or draw and win a prize (as a promotional technique) divided by the total number of ads.

164

Free gift

Number of ads that mention a free gift divided by the total number of ads. Does not include free shipping or registration.

165

Coupon / Rebate

Number of ads that include a coupon or rebate information divided by the total number of ads.

166

Price listed

Number of ads that include a price divided by the total number of ads.

167

Limited time offer

Number of ads with text indicating that a sale or promotion is limited in time divided by the total number of ads.

168

Local street address

Number of ads that include a local street address divided by the total number of ads.

169

Local telephone number

Number of ads that include a local telephone number divided by the total number of ads.

170

Web address

Number of ads that include a URL or Web address divided by the total number of ads.

171

Apparel

Number of ads for apparel divided by the total number of ads.

172

Department stores

Number of ads for department stores divided by the total number of ads. Includes stores for multiple types of merchandise such as Marshall Field's, Macy's.

173

Discount stores

Number of ads for discount stores divided by the total number of ads. Includes stores for multiple types of merchandise such as Target, Walmart.

174

Food / Groceries

Number of ads for food or groceries divided by the total number of ads. Includes supermarkets, grocery stores, alcohol / tobacco.

175

Personal Accessories

Number of ads for personal accessories divided by the total number of ads. Includes cosmetic products, watches, jewelry.

176

Appliances

Number of ads for appliances divided by the total number of ads. Includes items such as washing machines, refrigerators, toasters.

177

Furniture

Number of ads for furniture divided by the total number of ads. Includes rugs and carpets.

178

Home

Number of ads for home-related products and services divided by the total number of ads. Includes building materials, supplies, accessories.

179

Education

Number of ads for education divided by the total number of ads. Includes ads for classes, schools, courses, degrees.

180

Financial

Number of ads for financial products or services divided by the total number of ads. Includes banks, insurance, loans.

181

Medicine / Health

Number of ads for medicine / health products or services divided by the total number of ads. Includes pharmaceuticals, hospitals, procedures, diet, wellness.

182

Non-Profit

Number of ads for non-profit organizations or services divided by the total number of ads. Includes religious institutions and services, calls to volunteer or donate.

183

Other services

Number of ads for other services divided by the total number of ads. Includes office-related copying, cleaning and miscellaneous.

184

Auto

Number of ads for automotive products or services divided by the total number of ads. Includes ads for cars, car parts, car shops.

185

Electronics

Number of ads for electronics divided by the total number of ads. Includes ads for televisions, radios, DVD players, iPods.

186

Telecommunications

Number of ads for telecommunication divided by the total number of ads. Includes ads for phone products and services, wireless technology, computers.

187

Entertainment

Number of ads for entertainment divided by the total number of ads. Includes ads for movies, theater, night clubs, fairs and festivals.

188

Restaurants / Dining

Number of ads for restaurants / dining divided by the total number of ads.

189

Music

Number of ads for music divided by the total number of ads. Includes ads for musical events, concerts, live performances, CDs.

190**Sports**

Number of ads for sports divided by the total number of ads. Includes ads for sporting events, goods, fitness clubs, country clubs.

191**Travel**

Number of ads for travel divided by the total number of ads. Includes airlines, hotels, destinations.

192**Other ad category**

Number of ads not categorized in the above categories divided by the total number of ads. Includes florists and funeral homes as well as categories too small on their own such as antiques, recruitment for studies.

193**Local**

Number of people identified as local residents in the newspaper's market divided by the total number of people shown in ads.