

PROMOTION CONTENT ANALYSIS

XXX-XXXXXX-XXX	PROMOTION ID	CODER
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Key words in promotion _____

Section Front
 1. Yes 2. No

Photos Choose one
 1. Yes 2. No

Section
 USE CODE
 Other (Specify _____)

Spanish Language Choose one
 1. Yes, Word or Sentence
 2. Yes, Whole Promotion
 98. None

Area
 Square Inches

Demographic Focus Choose one
 1. African-American / Black
 2. Latin / Hispanic
 3. Asian-American / Asian
 4. Women
 5. Youth / Young Adults
 98. None
 99. Other (Specify _____)

Above fold Choose one
 1. Yes 2. No

Stand Alone Choose one
 1. Yes
 2. Yes, With Other Promos
 98. No, Attached to Story

Voice
 1. 1st & 2nd Person
 2. 3rd Person / No person

Color Choose one
 1. Yes 2. No

Graphics Choose one
 1. Yes 2. No

Pay-off
 1. Yes 2. No

Promotion Category Choose one

<input type="checkbox"/> In-Paper Content	<input type="checkbox"/> General Brand	<input type="checkbox"/> Other Media
When? Choose one	What? Choose one	Which? Choose one
<input type="checkbox"/> 1. Same Day <input type="checkbox"/> 2. Upcoming	<input type="checkbox"/> 21. Name Only <input type="checkbox"/> 22. Name Plus <input type="checkbox"/> 23. Contact <input type="checkbox"/> 24. Program / Sponsor	<input type="checkbox"/> 31. Web Site <input type="checkbox"/> 32. Television <input type="checkbox"/> 33. Radio <input type="checkbox"/> 34. Other (Specify _____)
What? Choose one		What? Choose one
<input type="checkbox"/> 11. Specific Story / Series <input type="checkbox"/> 12. Section / Topic <input type="checkbox"/> 13. Index / Multiple Topics <input type="checkbox"/> 14. Advertising <input type="checkbox"/> 15. Contact / Submit <input type="checkbox"/> 16. Unspecified		<input type="checkbox"/> 41. Name Only <input type="checkbox"/> 42. Name Plus <input type="checkbox"/> 43. Forum / Poll / Interactive <input type="checkbox"/> 44. Editorial Content <input type="checkbox"/> 45. Advertising <input type="checkbox"/> 46. Unspecified
Topic? Choose one		Topic? Choose one
<input type="text"/> TOPIC CODE Other (Specify _____)		<input type="text"/> TOPIC CODE Other (Specify _____)

Reliability Choose one
 1. Yes 2. No