

AD CONTENT ANALYSIS

XXX-XXXXXX-XXX **AD ID**

CODER

Key words in ad

Section Front

1. Yes 2. No

Section

USE CODE
Other (Specify _____)

Above fold Choose one

1. Yes 2. No

Size Choose One

USE CODE

Ad Format Choose one

1. Display 2. Classified

Ad Type Choose one

1. Product / Service
 2. Event
 3. Position Statement
 4. Personal Message
 99. Other (Specify _____)

Ad Category Choose one

USE CODE
Other (Specify _____)

Ad Technique Choose one

1. How
 2. Why

Use of Color Choose one

1. Black & White
 2. One Additional Color
 3. Two or More Additional Colors

Check "yes" if present in the ad:

		Yes	No
Promotion	Price Reduction / Sale	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Device	Non-Sale Event Promotion	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	Technical / Description	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	Competitive Comparison	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	Narrative Story	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	Contest / Raffle / Draw	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	Free Gift	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	Coupon / Rebate	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	Prices Listed	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Time Factor	Limited Offer	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Contact	Street Address	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Information	Local?	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	Phone / Fax	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	Local?	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	Web address	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Photo / Illustration	Logo	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	Product	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	People	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Language	Spanish Language	1 <input type="checkbox"/>	2 <input type="checkbox"/>
	1 st or 2 nd Person	1 <input type="checkbox"/>	2 <input type="checkbox"/>

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 _____)

Additional Number of Ads on Page

Person #	Gender	Capacity	Race / Ethnicity	Age	Local	Person #	Gender	Capacity	Race / Ethnicity	Age	Local
1						6					
2						7					
3						8					
4						9					
5						10					

Headline is Effective (1-5 scale) Disagree 1 2 3 4 5 Agree

Reliability 1. Yes 2. No