

Ad Quick Reference Code List

Ad Category

1. Apparel (including shoes)
2. Appliances (washing machines, toasters)
3. Auto (cars, car parts, shops)
4. Department Stores (for multiple categories, Marshall Field's, Macy's)
5. Discount Stores (for multiple categories, Target, Walmart, K-Mart)
6. Education (schools, classes, courses)
7. Electronics (TV, radio, DVD players)
8. Entertainment (movies, theater, night clubs)
9. Financial (insurance, banks, loans)
10. Food / Groceries (supermarkets, grocery stores, alcohol/ tobacco)
11. Furniture
12. Home Improvement (building materials, supplies, accessories)
13. Issues (political, social, economic)
14. Medicine & Health (pharmaceuticals, hospitals, procedures, health insurance, diet)
15. Restaurants
16. Music (events, concerts, live performances, CDs)
17. Non-profit (religious institutions/ services, volunteer, donate)
18. Personal accessories (cosmetic products, jewelry, watches)
19. Real Estate (rent/ sale)
20. Social (relationships, dating)
21. Sports (sports events, sporting goods, fitness clubs, country clubs)
 201. Baseball
 202. Basketball
 203. Football
 204. Hockey
 205. Soccer
 206. Outdoor Recreational (e.g., Marathon, Fishing, Hunting)
 298. General
 299. Other
22. Telecommunications (phone, wireless)
23. Travel (airlines, hotels)
99. Other

Ad Quick Reference Code List

Sections

1. Auto / Cars Classifieds
2. Books
3. Business
4. Classifieds - General
5. Computers / Technology
6. Editorial / Opinion
7. Education
8. Employment Classifieds
9. Family / Parenting
10. Fashion
11. Food
12. Home / Garden
13. Lifestyle
14. Local / Metro / State / Region
15. Main Section A
16. Real Estate Classifieds
17. Religion / Values / Faith
18. Science / Health
19. Sports
20. Sunday Magazine
21. Travel
22. Weekend Entertainment
23. Youth / Kids
99. Other

Size

1. Full page or more
2. 1/2 page – full page
3. 1/4 page – 1/2 page
4. 1/4 page or less

Gender

1. Female
2. Male
98. Can't Tell

Capacity

1. Ordinary person
2. Official / Quasi-official
3. Celebrity
98. Can't Tell
99. Other (specify _____)

Local

1. Yes
2. No

Race / Ethnicity

1. African-American / Black
2. Asian
3. Hispanic / Latino
4. Native American
5. White
6. Non-white, can't determine
7. Other (specify _____)
98. Can't Tell

Age

1. Under 18
2. 19-34
3. 35 and over
98. Can't Tell