

**PROMOTION CONTENT ANALYSIS**

XXX-XXXXXX-XXX	<b>PROMOTION ID</b>		<b>CODER</b>
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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. 1<sup>st</sup> & 2<sup>nd</sup> Person  
 2. 3<sup>rd</sup> 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
<b>When? Choose one</b>	<b>What? Choose one</b>	<b>Which? Choose one</b>
<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 _____)
<b>What? Choose one</b>		<b>What? Choose one</b>
<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
<b>Topic? Choose one</b>		<b>Topic? Choose one</b>
<input type="text"/> TOPIC CODE Other (Specify _____)		<input type="text"/> TOPIC CODE Other (Specify _____)

**Reliability** Choose one  
 1. Yes     2. No