

Promotion Quick Reference Code List

Sections

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

Content Topic (For Ads)

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| 1. Apparel | 15. Music (events, CDs) |
| 2. Appliances (washing machines, toasters) | 16. Non-profit (religious institutions / services, volunteer, donate) |
| 3. Auto (cars, car parts, shops) | 17. Personal Accessories (cosmetic products, jewelry, watches) |
| 4. Department Stores (for multiple categories, Marshall Field's, Macy's) | 18. Real Estate (rent / sale) |
| 5. Discount Stores (for multiple categories, Target, Walmart, K-Mart) | 19. Social (relationships, dating) |
| 6. Education (schools, classes, courses) | 20. Sports (sports events, sporting goods, fitness clubs, country clubs) |
| 7. Electronics (TV, radio, DVD players) | 201. Baseball |
| 8. Entertainment (movies, theater, night clubs) | 202. Basketball |
| 9. Financial (insurance, banks, loans) | 203. Football |
| 10. Food / groceries (supermarkets, grocery stores / alcohol / tobacco) | 204. Hockey |
| 11. Furniture | 205. Soccer |
| 12. Home Improvement (building materials, supplies, accessories) | 299. Other |
| 13. Medicine & Health (pharmaceuticals, hospitals, procedures, health insurance) | 21. Telecommunications (phone, wireless) |
| 14. Restaurants | 22. Travel (airlines, hotels) |
| | 23. Jobs |
| | 97. General Classifieds |
| | 98. Multiple Categories |
| | 0. No Content Topic |

Promotion Quick Reference Code List

Content Topic (For Stories or Sections)

1. Politics / Government / War (*select subcategory*)
 101. Police / Crime / Courts / Legal
 102. War / International Conflict
 103. Elections
 104. City planning / Land use
 199. Other / General
2. Police / Crime / Courts / Legal
3. Natural Disaster / Accident
4. Business / Economics (*select subcategory*)
 401. Personal Finance
 402. Jobs / Careers
 499. Other / General
5. Sports (*select subcategory*)
 501. Recreational
 502. High School / Youth / Kids
503. College
 504. Professional
 599. Other / General
6. Entertainment (*select subcategory*)
 601. Movies
 602. Television
 603. Popular Music
 604. Fine Arts (Theater, Museums, Classical Music, Opera, Ballet)
 605. Books
 606. Celebrity News
 699. Other / General
7. Parenting / Relationships
8. Science / Technology
9. Health / Fitness / Medicine
10. Education
11. Automotive
12. Leisure Travel
13. Environment / Weather
14. Religion / Spirituality
15. Ordinary People
16. Home / Garden / Real Estate
17. Food
18. Community Announcements (including weddings, events etc.)
19. Obituaries
20. Fashion / Beauty
21. Commuting / Transportation
99. Other
0. No Content Topic