CODE BOOK

Form Variable Constructs (code without reading the ad first)

GENERAL:

Coder--number assigned to each ad coder.

Issue date--month and year of publication issue.

Ad number--number of ad in issue of publication.

SIZE OF AD:

Tabloid spread--single ad covers two full opposing pages.

Tabloid page--single ad covers one full page.

Junior spread--single ad equal in size to a spread in a standard (7"X10") publication.

Junior page--single ad equal in size to one page in a standard (7"X10") publication.

Baby spread--single ad equal in size to one-half (horizontal) of a standard (7"X10") spread ad.

Fractional page--any single ad unit studied smaller than a junior page.

Insert--bound-in ad of any size and multiple pages.

POSITION IN PUBLICATION:

Front half--any ad appearing before the center spread.

Back half--any ad appearing after the center spread.

Center spread--ad in center of the publication.

Premium positions--

> Back cover (limited to single tab pages only).

> Inside back cover

> Center spread (limited to tab spread only).

COLOR:

Black & white--photo, illustration, graphics, type and company logo use no color.

Two-color--one additional color (screened or shades of the same second color are still considered two-color) present in any of the following; photo, illustration, graphics, type and company logo.

Three-color--two additional colors (not including screened or shades of the same color) in any of the following; photo, illustration, graphics, type and company logo.

Four-color--full color represents the four basic colors of ink; yellow, magenta (red), cyan (blue), black and all combinations of these colors plus any matched or metallics present in any of the following; photo, illustration, graphics, type and company logo.

HEADLINE:

The headline consists solely of the major or main head even if the headline is split by some other element. Subheads (indicated by smaller type or a different type face) near the main head or in the body copy are excluded. Headline size will be measured as larger than or smaller than one-quarter-inch. A measure will be taken for both capital letters and lower case letters. Position will be the "quadrant" location (top left, top right, bottom left, bottom right).

Length in lines will be each line of the head regardless of the number of words per line.

VISUALS:

Visuals are considered to be photographs, illustrations, charts or any other "non-type" graphics excluding the company logo. Visuals may be either bleed (extend to one or more edges of the page) or non-bleed (visuals that do not extend to any page edge). Visuals are further divided into major visuals and secondary visuals (SVs). A major visual is the only visual on the page(s) or the most prominent by size or position. Secondary visuals are subordinate to the main visual by virtue of size or position. Where SVs are not numbered, they will be coded according to priority depending on the layout of the ad; top to bottom, left to right or clockwise from the top if the arrangement is not linear. A maximum of six SVs will be coded. Size of the secondary visuals will be measured by width according to the width of the column in the ad **not** the magazine column width. Position will be the "quadrant" location (top left, top right, bottom left, bottom right).

COPY:

Copy consists of all type that is not part of the main head. This includes subheads and photo or graphic cutlines. Position will be the "quadrant" location (full ad, top half, bottom half, left half, right half, top left, top right, bottom left, bottom right). Subheads are identified by; size (may be smaller than headline type and larger

than copy type), type style may be different, type may be boldface and position may be before copy, between paragraphs or both.

CALL FOR ACTION:

The "call for action" asks the ad reader to respond to the ad. The response can be for something as general as "more information" or as specific as a video tape, premium, free sample or a sales call. The call for action can also take several forms; coupon, "800" number, publication "bingo" number (a reader response number assigned by the publication for readers to request more information), an address to write to, a telephone number to call (other than an "800" number), or any combination of these responses. The call for action can be at the beginning of the ad (including the headline) at the end of the body copy or stand alone at the bottom of the ad.

COMPANY/ADVERTISER IDENTIFICATION:

Company identification refers to the logo and/or company name and location. The company name and location may be incorporated into the copy, it may appear as part of the logo or it may be a separate line or lines at the bottom of the ad. The logo may be the name of the company, its initials or any of a variety of stylized representations of the company, its products or purpose. Logo size is measured as width more than one-inch, one-inch or less; height more than one-quarter-inch, one-quarter-inch or less.

Content Variable Constructs (code following a thorough reading of the ad)

SUBJECT:

The subject or topic of the ad is the "reason for the ad." The subject can be a product or service offered by the advertiser, it can be about a process (manufacturing or application), it can be about the company itself (a corporate ad), or it can be an institutional ad (an ad that is not about a product, service or the company but, the unrelated subject leaves the reader with a "positive" image of the company).

SUBJECT APPARENTNESS:

Subject apparentness means the reader can identify the subject (see SUBJECT Definition) of the ad "at a glance." Therefore, it is most appropriate to the headline and visual(s) only. Either the headline or visual(s) directly identify the subject as opposed to indirect or "clever" headlines or visuals that may be paid off in the copy. However, there can be instances where the copy is cryptic too, leaving the reader guessing even if he or she has read the entire ad.

TECHNIQUE:

The technique is the method used to explain the subject and includes all of the elements of the ad; headline, visual and copy. The technique can be:

Technical--using terminology and graphics specific to the design or application of the subject and appropriate to the publication's readers.

Analogy/Allegory--headline, visuals, copy resemble the subject or metaphorically describe the subject.

Case History--an actual application by a named (testimonial) or unnamed customer of the advertiser describing/demonstrating the subject.

Spokesperson/Expert--a person or character is used to describe the subject. The spokesperson/expert can be an official of the company, an industry expert or a well-known public person. A character can also be used, either one developed to represent the subject or a well-known public character. Company/advertiser personnel or characters shown without attribution are <u>not</u> considered spokesperson/experts.

Competitive Comparison--The advertiser either directly or indirectly compares the subject to one or more of its competitors.

Narrative--The copy provides a description of the subject and is complemented by the headline and visual. There is no technique as defined above.

BENEFIT:

There is an implied customer benefit ("recommended by nine out of ten safety engineers") or an explicit customer benefit ("you'll get greater production from our product"). The benefit can mean greater production, less waste, a greater margin of safety or more profit potential. Benefits can be stated in the headline and/or copy or be depicted by the visual(s).

ORIENTATION:

The ad can be oriented or aimed at the reader/customer, toward the advertiser/company/product or be neutral. A reader oriented ad generally carries a benefit message in the headline, visual and/or copy (see BENEFIT Definition). An advertiser oriented ad usually puts forth features of the product, service or company. The difference amounts to an ad that is "you'll get" (benefit) oriented versus an ad that is "we have" (feature) oriented.

APPROACH/APPEAL:

The approach or appeal to the reader is the ad's main focus and sets the tone of the entire ad; headline, visual(s) and copy. The approach/appeal can be either positive or negative and can be presented in a variety of forms individually or in combination (a humorous approach/appeal may be persuasive and carry status for the reader/customer at the same time).

Question--A question can be posed in the headline and may even be supported by the visual(s). The answer usually is provided in the copy.

Humor--in the headline, visual(s), copy or all three can be directed at the subject or even at the reader. Humor is considered that quality which appeals to a sense of the ludicrous or comical.

Fear--like humor, fear can be in the headline, visual(s), copy or all three and also directed at either the subject or the reader. Fear is an emotion marked by alarm, dread or disquiet. Fear is generally used to get the reader to react to the subject.

Altruism--is an emotional appeal to the reader. The ad appeals to the reader's regard for and devotion to the interests of others.

Self-Promoting--a claim of superiority ("we have the best product") is made in support of the subject using the headline, visual(s) and copy. These ads are usually feature ("we have") oriented.

Status--a positive position is given to the subject or the reader through the headline, visual(s) and copy. Generally the reader's position will be enhanced by association with the subject (you or your product/process/company will be better because of our product/process/company). These ads are usually benefit ("you'll get") oriented.

Issues--the ad does not feature or discuss any subject as defined. It deals with an issue or issues of concern to the industry or reader.

Persuasion--emotion is used in an attempt to move the reader into action whether it is to purchase the product or service or create a positive attitude toward the subject. Persuasion can be appeals to biological drives like hunger, thirst, sex, avoidance of physical pain or, persuasion can be used to appeal to learned motives such as money or position.

Logical Argument--is the absence of an emotional appeal such as humor or fear, or persuasive appeals using biological drives or learned motives. Nevertheless, logic is persuasion that uses sound reasoning to convince and make argument useless.

Problem/Solution--identifies a problem and tells how the subject of the ad will solve the problem. Generally the challenge is stated in the headline or depicted in the visual then the subject of the ad appears in the copy to resolve the issue.

Neutral--there is no definable approach or appeal to the ad. It is merely a narrative or description of the subject.

CODING FORM

Form Variable Constructs

(Use "0" before all numbers below 10, eg. 01, 02 etc.)

GENERAL

1. Coder: (Fill in coder identification number)

_____

2. Publication issue date: (Month and year use number eg. 0189)

_____

3. Ad number: (Fill in number written on the ad)

_____

SIZE OF AD

4. Ad size: (Circle one number)

1 Tabloid Spread   5 Baby Spread

2 Tabloid Page   6 Fractional Page

3 Junior Spread   7 Insert

4 Junior Page

POSITION IN PUBLICATION

5. Position in publication: (Circle one number)

1 Front Half (Before center spread)

2 Back Half (After center spread)

3 Center spread (Tab spread only)

6. Premium position: (Circle one number)

1 No Premium Position

2 Back Cover (Tab page only)

3 Inside Back Cover

4 Center Spread (Tab spread only)

COLOR

7. Color: (Circle one number)

1 Black & White

2 Two-Color

3 Three-Color

4 Four-Color

HEADLINE

8. Headline size upper case: (Measure one upper case letter and circle one number)

1 More than one-quarter-inch

2 One-quarter-inch or less

3 No characters of this type

9. Headline size lower case: (Measure one [not an ascending or descending] lower case letter and circle one number)

1 More than one-quarter-inch

2 One-quarter-inch or less

3 No characters of this type

10. Headline position: (Circle one number)

1 Full Ad

2 Top Half of Ad

3 Bottom Half of Ad

4 Left Half of Ad

5 Right Half of Ad

6 Top Left Half of Ad

7 Top Right Half of Ad

8 Bottom Left Half of Ad

9 Bottom Right Half of Ad

11. Color: (Circle one number)

1 Black Type

2 Color Type

3 Reverse Type

4 Combination of Type Colors

12. Length of headline in number of lines: (Fill in number of lines)

———————

13. Length of headline in number of words: (Fill in number of words)

———————

VISUALS

14. Visuals used: (Circle one number)

1 Yes

2 No (all type)

15. Kind of major visual: (Circle one number)

1 Photograph

2 Illustration

3 Chart or Graph

4 No Major Visual

16. Use of color in major visual: (Circle one number)

1 Black & White 3 Three-Color   5 No Major Visual

2 Two-Color   4 Four-Color

17. Size of major visual: (Circle one number)

1 Full ad or more than half of the ad (bleed or non-bleed)

2 Half or less than half of the ad

3 No Major Visual

18. Position of major visual: (Circle one number)

1 Full Ad   6 Top Left of Ad

2 Top Half of Ad   7 Top Right of Ad

3 Bottom Half of Ad   8 Bottom Left of Ad

4 Left Half of Ad   9 Bottom Right of Ad

5 Right Half of Ad   10 No Major Visual

19. Number of secondary visuals (SVs): (Fill in number of SVs)

————————

20. Kind of secondary visuals: (Circle one number for each SV)

SV1 1 No SV 2 Photo 3 Illust. 4 Chart/Graph

SV2 1 No SV 2 Photo 3 Illust. 4 Chart/Graph

SV3 1 No SV 2 Photo 3 Illust. 4 Chart/Graph

SV4 1 No SV 2 Photo 3 Illust. 4 Chart/Graph

SV5 1 No SV 2 Photo 3 Illust. 4 Chart/Graph

SV6 1 No SV 2 Photo 3 Illust. 4 Chart/Graph

21. Use of color in secondary visuals: (Circle one number each SV)

SV1 1 No SV   2 B&W   3 2-Color 4 3-Color 5 4-Color

SV2 1 No SV   2 B&W   3 2-Color 4 3-Color 5 4-Color

SV3 1 No SV   2 B&W   3 2-Color 4 3-Color 5 4-Color

SV4 1 No SV   2 B&W   3 2-Color 4 3-Color 5 4-Color

SV5 1 No SV   2 B&W   3 2-Color 4 3-Color 5 4-Color

SV6 1 No SV   2 B&W   3 2-Color 4 3-Color 5 4-Color

22. Size of secondary visuals: (Circle one number for each SV)

SV1 1 No SV   2 One Col. or <   3 Two Col.   4 Three Col. or >

SV2 1 No SV   2 One Col. or <   3 Two Col.   4 Three Col. or >

SV3 1 No SV   2 One Col. or <   3 Two Col.   4 Three Col. or >

SV4 1 No SV   2 One Col. or <   3 Two Col.   4 Three Col. or >

SV5 1 No SV   2 One Col. or <   3 Two Col.   4 Three Col. or >

SV6 1 No SV   2 One Col. or <   3 Two Col.   4 Three Col. or >

23. Position of secondary visuals on page: (Circle one each SV)

SV1 1 No SV   2 Top L.   3 Top R.   4 Bottom L.   5 Bottom R.

SV2 1 No SV   2 Top L.   3 Top R.   4 Bottom L.   5 Bottom R.

SV3 1 No SV   2 Top L.   3 Top R.   4 Bottom L.   5 Bottom R.

SV4 1 No SV   2 Top L.   3 Top R.   4 Bottom L.   5 Bottom R.

SV5 1 No SV   2 Top L.   3 Top R.   4 Bottom L.   5 Bottom R.

SV6 1 No SV   2 Top L.   3 Top R.   4 Bottom L.   5 Bottom R.

24. Position of secondary visuals to head and copy: (Circle all numbers that apply for each SV)

SV1 1 No SV	2 Inset, Major Visl.	3 Inset, Copy	4 Other
SV2 1 No SV	2 Inset, Major Visl.	3 Inset, Copy	4 Other
SV3 1 No SV	2 Inset, Major Visl.	3 Inset, Copy	4 Other
SV4 1 No SV	2 Inset, Major Visl.	3 Inset, Copy	4 Other
SV5 1 No SV	2 Inset, Major Visl.	3 Inset, Copy	4 Other
SV6 1 No SV	2 Inset, Major Visl.	3 Inset, Copy	4 Other

COPY

25. Use of copy: (Circle one number)

1 Yes

2 No (headline only or headline and visual only)

26. Copy length in paragraphs: (Fill in number of paragraphs)

_____

27. Color of copy: (Circle one number)

1 Black Type   3 Reverse Type

2 Color Type   4 Combination of Type Colors

28. Position of copy: (Circle one number)

1 Full Ad   6 Top Left of Ad

2 Top Half of Ad   7 Top Right of Ad

3 Bottom Half of Ad   8 Bottom Left of Ad

4 Left Half of Ad   9 Bottom Right of Ad

5 Right Half of Ad

29. Use of subheads in copy: (Circle one number)

1 Yes

2 No

30. Use of color in subheads: (Circle one number)

1 Black   3 Reverse   5 No Subheads Used

2 Color   4 Combination of Colors

31. Number of subheads: (Fill in number of subheads)

_____

32. Position of subheads: (Circle one number)

1 Before Copy Begins   3 Before Copy Begins and Between Paras.

2 Between Paragraphs   4 No Subheads Used

CALL FOR ACTION

33. Call for action use in ad: (Circle one number)

1 Yes

2 No

34. Type of call for action: (Circle all numbers that apply)

1 Coupon	1 No Coup	2 Begin Ad	3 End Ad	4 Stand Alone
2 800	1 No 800	2 Begin Ad	3 End Ad	4 Stand Alone
3 Write	1 No Write	2 Begin Ad	3 End Ad	4 Stand Alone
4 Call	1 No Call	2 Begin Ad	3 End Ad	4 Stand Alone
5 Bingo	1 No Bingo	2 Begin Ad	3 End Ad	4 Stand Alone

COMPANY/ADVERTISER IDENTIFICATION

35. Type of company/advertiser identification: (Circle all that apply)

1 Company Name   3 Company Logo

2 Company Location

36. Position of company name: (Circle all numbers that apply)

1 Headline   5 End of Copy

2 Beginning of Copy   6 Part of Logo

3 Body Copy   7 Stand Alone (Separate from all elements)

4 Visual(s)

37. Position of company location: (Circle all numbers that apply)

1 End of Copy   3 Stand Alone (Separate from all elements)

2 Part of Logo   4 No Company Location Given

38. Size of company logo: (Measure width and height of logo. Include company name and location only if it is an integral part of the logo design. (Circle all numbers that apply.)

1 Width More than One-Inch

2 Width One-Inch or Less

3 Height More than One-Quarter-Inch

4 Height One-Quarter-Inch or Less

Content Variable Constructs

SUBJECT

39. Subject of the ad including headline, visual(s), copy: (Circle one number)

1 Product   4 Corporate

2 Service   5 Institutional

3 Process   6 Other

SUBJECT APPARENTNESS

40. Subject apparent in the following (See SUBJECT question #39 for categories): (Circle all numbers that apply)

1 Headline   3 Copy

2 Visual(s)   4 No Subject Apparent

TECHNIQUE

41. Technique used to present the subject: (Circle all that apply)

1 Technical   4 Spokesperson/Expert

2 Analogy/Allegory   5 Competitive Comparison

3 Case History   6 Narrative

42. Technical technique apparent in the following: (Circle all that apply)

1 Headline   3 Copy

2 Visual(s)   4 No Technical Technique

43. Analogy/Allegory technique apparent in the following: (Circle all numbers that apply)

1 Headline   3 Copy

2 Visual(s)   4 No Analogy/Allegory Technique

44. Case History technique apparent in the following: (Circle all numbers that apply)

1 Headline   3 Copy

2 Visual(s)   4 No Case History Technique

45. Spokesperson/Expert technique apparent in the following: (Circle all numbers that apply)

1 Headline   3 Copy

2 Visual(s)   4 No Spokesperson/Expert Technique

46. Competitive Comparison technique apparent in the following: (Circle all numbers that apply)

1 Headline   3 Copy

2 Visual(s)   4 No Competitive Comparison Technique

BENEFITS

47. Customer benefit(s) in headline: (Circle one number)

1 Benefit(s) Implied   3 No Benefit(s) Implied or Explicit, Headline

2 Benefit(s) Explicit

48. Customer benefit(s) in visual(s): (Circle one number)

1 Benefit(s) Implied 3 No Benefit(s) Implied or Explicit in Visual(s)

2 Benefit(s) Explicit

49. Customer benefit(s) in copy: (Circle one number)

1 Benefit(s) Implied 3 No Benefit(s) Implied or Explicit in Copy

2 Benefit(s) Explicit

ORIENTATION

50. Headline orientation: (Circle all numbers that apply)

1 Reader/Customer   3 No Orientation

2 Advertiser/Company/Product

51. Visual(s) orientation: (Circle all numbers that apply)

1 Reader/Customer   3 No Orientation

2 Advertiser/Company/Product

52. Copy orientation: (Circle all numbers that apply)

1 Reader/Customer   3 No Orientation

2 Advertiser/Company/Product

APPROACH/APPEAL

53. Approach or overall "tone" of the headline: (Circle all numbers that apply)

1 Question	7 Issues
2 Humor	8 Persuasive Appeal to Biological Drives
3 Fear	9 Persuasive Appeal to Learned Motives
4 Altruism	10 Logical Argument
5 Self-Promoting	11 Problem/Solution
6 Status	12 Neutral (no identifiable APPROACH/APPEAL)

54. Approach or overall "tone" of the visual(s): (Circle all numbers that apply)

1 Question	7 Issues
2 Humor	8 Persuasive Appeal to Biological Drives
3 Fear	9 Persuasive Appeal to Learned Motives
4 Altruism	10 Logical Argument .
5 Self-Promoting	11 Problem/Solution
6 Status	12 Neutral (no APPROACH/APPEAL)

55. Approach or overall "tone" of the copy: (Circle all that apply)

1 Question (Answered)	7 Issues
2 Humor	8 Persuasive Appeal to Biological Drives
3 Fear	9 Persuasive Appeal to Learned Motives
4 Altruism	10 Logical Argument
5 Self-Promoting	11 Problem/Solution
6 Status	12 Neutral (no identifiable APPROACH/APPEAL)