

CODE BOOK

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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 not 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.