CODING FORM
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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
   2 Tabloid Page
   3 Junior Spread
   4 Junior Page
   5 Baby Spread
   6 Fractional Page
   7 Insert

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  3 Inside Back Cover
   2 Back Cover (Tab page only)  4 Center Spread (Tab spread only)

COLOR
7. Color:  (Circle one number)
   1 Black & White  3 Three-Color
   2 Two-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)

<table>
<thead>
<tr>
<th>SV</th>
<th>1</th>
<th>No SV</th>
<th>2</th>
<th>B&amp;W</th>
<th>3</th>
<th>2-Color</th>
<th>4</th>
<th>3-Color</th>
<th>5</th>
<th>4-Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>SV1</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>B&amp;W</td>
<td>3</td>
<td>2-Color</td>
<td>4</td>
<td>3-Color</td>
<td>5</td>
<td>4-Color</td>
</tr>
<tr>
<td>SV2</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>B&amp;W</td>
<td>3</td>
<td>2-Color</td>
<td>4</td>
<td>3-Color</td>
<td>5</td>
<td>4-Color</td>
</tr>
<tr>
<td>SV3</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>B&amp;W</td>
<td>3</td>
<td>2-Color</td>
<td>4</td>
<td>3-Color</td>
<td>5</td>
<td>4-Color</td>
</tr>
<tr>
<td>SV4</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>B&amp;W</td>
<td>3</td>
<td>2-Color</td>
<td>4</td>
<td>3-Color</td>
<td>5</td>
<td>4-Color</td>
</tr>
<tr>
<td>SV5</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>B&amp;W</td>
<td>3</td>
<td>2-Color</td>
<td>4</td>
<td>3-Color</td>
<td>5</td>
<td>4-Color</td>
</tr>
<tr>
<td>SV6</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>B&amp;W</td>
<td>3</td>
<td>2-Color</td>
<td>4</td>
<td>3-Color</td>
<td>5</td>
<td>4-Color</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>SV</th>
<th>1</th>
<th>No SV</th>
<th>2</th>
<th>One Col. or &lt;</th>
<th>3</th>
<th>Two Col.</th>
<th>4</th>
<th>Three Col. or &gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>SV1</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>One Col. or &lt;</td>
<td>3</td>
<td>Two Col.</td>
<td>4</td>
<td>Three Col. or &gt;</td>
</tr>
<tr>
<td>SV2</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>One Col. or &lt;</td>
<td>3</td>
<td>Two Col.</td>
<td>4</td>
<td>Three Col. or &gt;</td>
</tr>
<tr>
<td>SV3</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
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<td>3</td>
<td>Two Col.</td>
<td>4</td>
<td>Three Col. or &gt;</td>
</tr>
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<td>3</td>
<td>Two Col.</td>
<td>4</td>
<td>Three Col. or &gt;</td>
</tr>
<tr>
<td>SV6</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>One Col. or &lt;</td>
<td>3</td>
<td>Two Col.</td>
<td>4</td>
<td>Three Col. or &gt;</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>SV</th>
<th>1</th>
<th>No SV</th>
<th>2</th>
<th>Top L.</th>
<th>3</th>
<th>Top R.</th>
<th>4</th>
<th>Bottom L.</th>
<th>5</th>
<th>Bottom R.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SV1</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>Top L.</td>
<td>3</td>
<td>Top R.</td>
<td>4</td>
<td>Bottom L.</td>
<td>5</td>
<td>Bottom R.</td>
</tr>
<tr>
<td>SV2</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>Top L.</td>
<td>3</td>
<td>Top R.</td>
<td>4</td>
<td>Bottom L.</td>
<td>5</td>
<td>Bottom R.</td>
</tr>
<tr>
<td>SV3</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>Top L.</td>
<td>3</td>
<td>Top R.</td>
<td>4</td>
<td>Bottom L.</td>
<td>5</td>
<td>Bottom R.</td>
</tr>
<tr>
<td>SV4</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>Top L.</td>
<td>3</td>
<td>Top R.</td>
<td>4</td>
<td>Bottom L.</td>
<td>5</td>
<td>Bottom R.</td>
</tr>
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<td>SV5</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>Top L.</td>
<td>3</td>
<td>Top R.</td>
<td>4</td>
<td>Bottom L.</td>
<td>5</td>
<td>Bottom R.</td>
</tr>
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<td>SV6</td>
<td>1</td>
<td>No SV</td>
<td>2</td>
<td>Top L.</td>
<td>3</td>
<td>Top R.</td>
<td>4</td>
<td>Bottom L.</td>
<td>5</td>
<td>Bottom R.</td>
</tr>
</tbody>
</table>
24. Position of secondary visuals to head and copy: (Circle all numbers that apply for each SV)

<table>
<thead>
<tr>
<th>SV</th>
<th>1 No SV</th>
<th>2 Inset, Major Visl.</th>
<th>3 Inset, Copy</th>
<th>4 Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>SV1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SV2</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>SV5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SV6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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
2 Color Type
3 Reverse Type
4 Combination of Type Colors

28. Position of copy: (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 of Ad
7 Top Right of Ad
8 Bottom Left of Ad
9 Bottom Right 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
   2 Company Location
   3 Company Logo

36. Position of company name: (Circle all numbers that apply)
   1 Headline
   2 Beginning of Copy
   3 Body Copy
   4 Visual(s)
   5 End of Copy
   6 Part of Logo
   7 Stand Alone (Separate from all elements)

37. Position of company location: (Circle all numbers that apply)
   1 End of Copy
   2 Part of Logo
   3 Stand Alone (Separate from all elements)
   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
2 Service
3 Process
4 Corporate
5 Institutional
6 Other

SUBJECT APPARENTNESS

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

1 Headline
2 Visual(s)
3 Copy
4 No Subject Apparent

TECHNIQUE

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

1 Technical
2 Analogy/Allegory
3 Case History
4 Spokesperson/Expert
5 Competitive Comparison
6 Narrative

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

1 Headline
2 Visual(s)
3 Copy
4 No Technical Technique
43. Analogy/Allogory technique apparent in the following: (Circle all numbers that apply)
   1 Headline  3 Copy
   2 Visual(s)  4 No Analogy/Allogory 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)