

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

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 | 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 | 6 Top Left Half of Ad |
| 2 Top Half of Ad | 7 Top Right Half of Ad |
| 3 Bottom Half of Ad | 8 Bottom Left Half of Ad |
| 4 Left Half of Ad | 9 Bottom Right Half of Ad |
| 5 Right Half of Ad | |

11. Color: (Circle one number)

- | | |
|--------------|------------------------------|
| 1 Black Type | 3 Reverse Type |
| 2 Color 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 | 3 Chart or Graph |
| 2 Illustration | 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
- 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 | 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) |