

“NAA Quick Fact Sheet”

The Marketing Advisory Committee (MAC) of the NAA has created a standard template that newspapers can use to display pre-sale information. The template is intended to make customers' jobs easier by restating all market, rate, demographic, and other information in a common format. Members of the MAC and other industry newspapers already have adopted the “NAA Quick Fact Sheet” and have it posted on their Media Kits. Don't be left out of this industry-wide effort to become “easier to do business with.” Below is everything you need to know in order implement the “NAA Quick Fact Sheet” at your newspaper.

Frequently Asked Questions

The “NAA Quick Fact Sheet”

What is the “NAA Quick Fact Sheet?”

The “NAA Quick Fact Sheet” is a standard template designed to make customers' jobs easier by restating all market, rate, demographic, and other information in a common format. It is a PDF file that any newspaper in America can use to display pre-sale information on its Media Kit website.

The “NAA Quick Fact Sheet” is designed to be a quick reference, limited to only five pages. The MAC views it as a fluid document, with a new Template offered every 12 months or as needed, but newspapers can update the information on the existing template as often as they would like.

How do we know the “NAA Quick Fact Sheet” is beneficial to our customers?

The “NAA Quick Fact Sheet” was designed based upon research with actual customers. We heard that the process of evaluating newspapers was painful, particularly comparing basic market information for multiple markets or evaluating newspapers in different markets, or multiple newspapers in the same market. No rate structure or way of presenting marketplace/demographic data is better or worse than any other – the problem is that every newspaper does this differently, making it painful and labor intensive for the customer. The “NAA Quick Fact Sheet” does not cover every eventuality, but customers already have reported that it would make their jobs easier.

What information is included in the “NAA Quick Fact Sheet?”

The “NAA Quick Fact Sheet” includes references to market information, circulation information, audience demographics, rates, product line-up, pre-prints and other products, online products, and a place to insert URL's for other information. Future versions of the template also will include reference to the “Rapid/Easy Buy” AdScapes Program, which is being led by the MAC. The most current version of the “NAA Quick Fact Sheet” is included with this handout.

Who is using the “NAA Quick Fact Sheet?”

The goal is for all newspapers to use the template. Members of the MAC and other industry newspapers already have adopted the “NAA Quick Fact Sheet” and have it posted on their Media Kit sites.

Implementing the “NAA Quick Fact Sheet”

What are the next steps for my newspaper?

The MAC is asking for all NAA member-papers to adopt the “NAA Quick Fact Sheet” and post it on a highly visible page of their marketing website by February 15, 2007. It will take a research or marketing person approximately 90 minutes to complete the template. If you think this is too hard to do, imagine what your customers have to do to buy across multiple markets!

Where can I get the “NAA Quick Fact Sheet?”

The “NAA Quick Fact Sheet” is available for download on the NAA website at www.naa.org/advertiser. Completed “NAA Quick Fact Sheet” Templates also will be hosted on the NAA website, making it as easy as possible for customers to gather information across multiple newspapers or markets.

The “NAA Quick Fact Sheet” also available for download on the Kannon Consulting secure extranet. To access the extranet, visit the Kannon website, www.kannon.com, click “Client Log-In,” and enter the Username “factsheet” and Password “quick” – without the quotation marks.

Can I see a sample of a completed “NAA Quick Fact Sheet?”

Visit the New York Times website to view a completed template and placement on a Media Kit site: http://www.nytimes.whsites.net/mediakit/n_editorial.html

Where can I go with questions about the “NAA Quick Fact Sheet?”

Questions about the “NAA Quick Fact Sheet” should be directed to Sheryl Oliver at NAA at sheryl.oliver@naa.org

Miscellaneous Questions

I am confused about the “data used” portion of the “Market Information” Section. Should I report DMA, MSA, or NDM?

This portion of the template offers all three options. Newspapers should select and cite the data source of their choosing.

Who is supposed to put in the national index for the demographics and other information? Where from?

The newspapers complete the national index for this information. There is a place to indicate source on the template. For example, the New York Times used MRI for the Audience Demographics. It is suggested that newspapers index against the Total US Population in order to provide information that is the least self-serving.

My newspaper only offers one open rate for Sunday and one for daily that is the same regardless of the size ad you run. How should I complete the “Open Rate” portion of the template?

The intent is to translate all “rate per inch” data into modular pricing so that newspapers with any number of columns can all use common terminology. For example, if Sunday open retail rate is \$395 per column inch, then a full page ad would be 129” x \$395 and a half page ad would be 64.5” x \$395. In this example, rates on the “NAA Quick Fact Sheet” would be stated as \$50,955 for a full page on Sunday, \$25,477 for a half page on Sunday, etc.

My newspaper does not have a designated “Media Kit” on its website. Where should I post the “NAA Quick Fact Sheet?”

The MAC is requesting that newspapers post the “NAA Quick Fact Sheet” as PDF file on a highly visible page of their marketing website; it does not necessarily need to be a “Media Kit.”