



Newspaper Advertising Benchmarks

*Results from an online survey conducted by NAA
June, 2010*

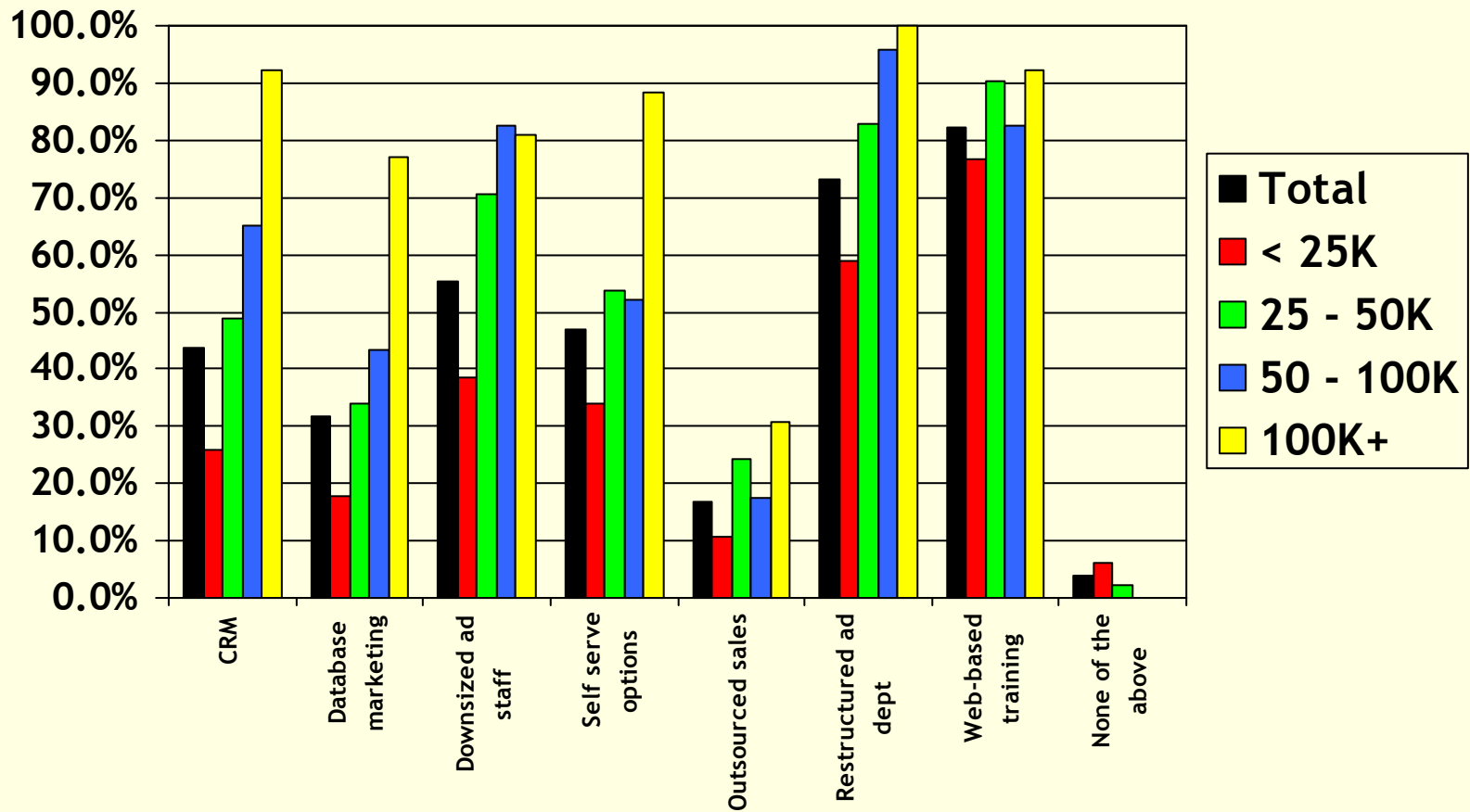
Methodology

- Online survey fielded June 2 – July 2, 2010
- 736 NAA member daily newspapers solicited
- Four mass email solicitations, followed with requests to individuals on NAA Revenue Committee, newspapers represented on the NAA Board of Directors, and other selected individuals
- Respondents offered a \$5 coffee card for completion
- 211 completed or partially completed responses in 30 days (28.7% response rate).
- 193 filled in contact data for coffee card
- 202 completed question on circulation size
- Similar survey in 2003 yielded 226 completed questionnaires

Respondent Profile

U.S. Daily Newspapers 2009					NAA Benchmarking Survey 2010		
Circ. Size	No. of U.S. Dailies		Daily Circ.	% of Circ.	Distrubution of % of All U.S. Newspapers		
		% of Total			Survey Respondents	Respondents	
100,000 or more	80	5.7%	23,835,798	51.5%	26	23.2%	32.5%
50,000 - 99,999	85	6.1%	6,184,384	13.4%	23	11.4%	27.1%
25,000 - 49,999	173	12.4%	6,132,465	13.3%	41	20.3%	23.7%
Under 25,000	1,059	75.8%	10,125,023	21.9%	112	55.4%	10.6%
Total	1,397	100.0%	46,277,670	100.0%	202	100.0%	14.5%

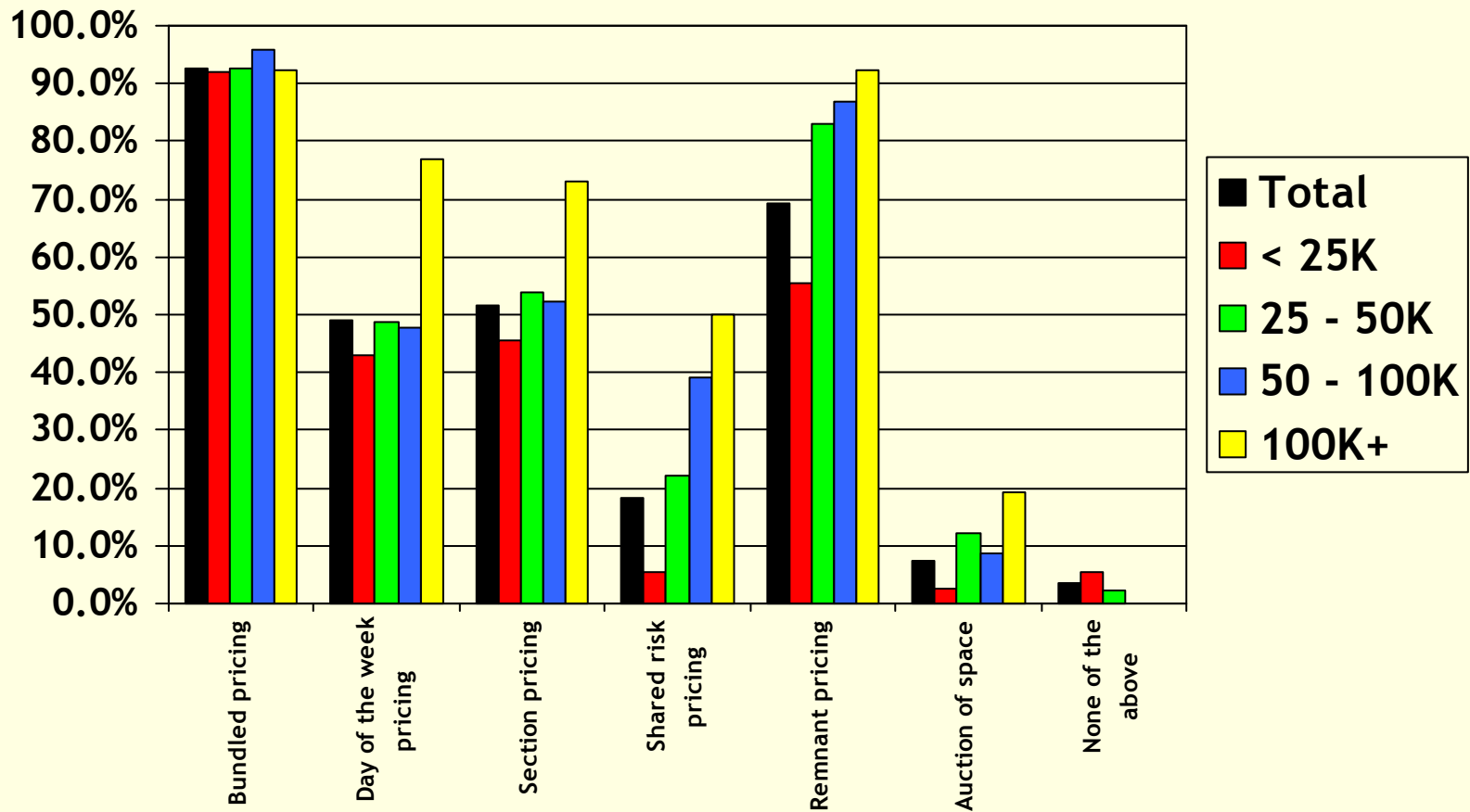
Which of the following management tools have you utilized over the past year or two? (check all that apply)



N = 202

NAA Ad Benchmarking Survey 2010

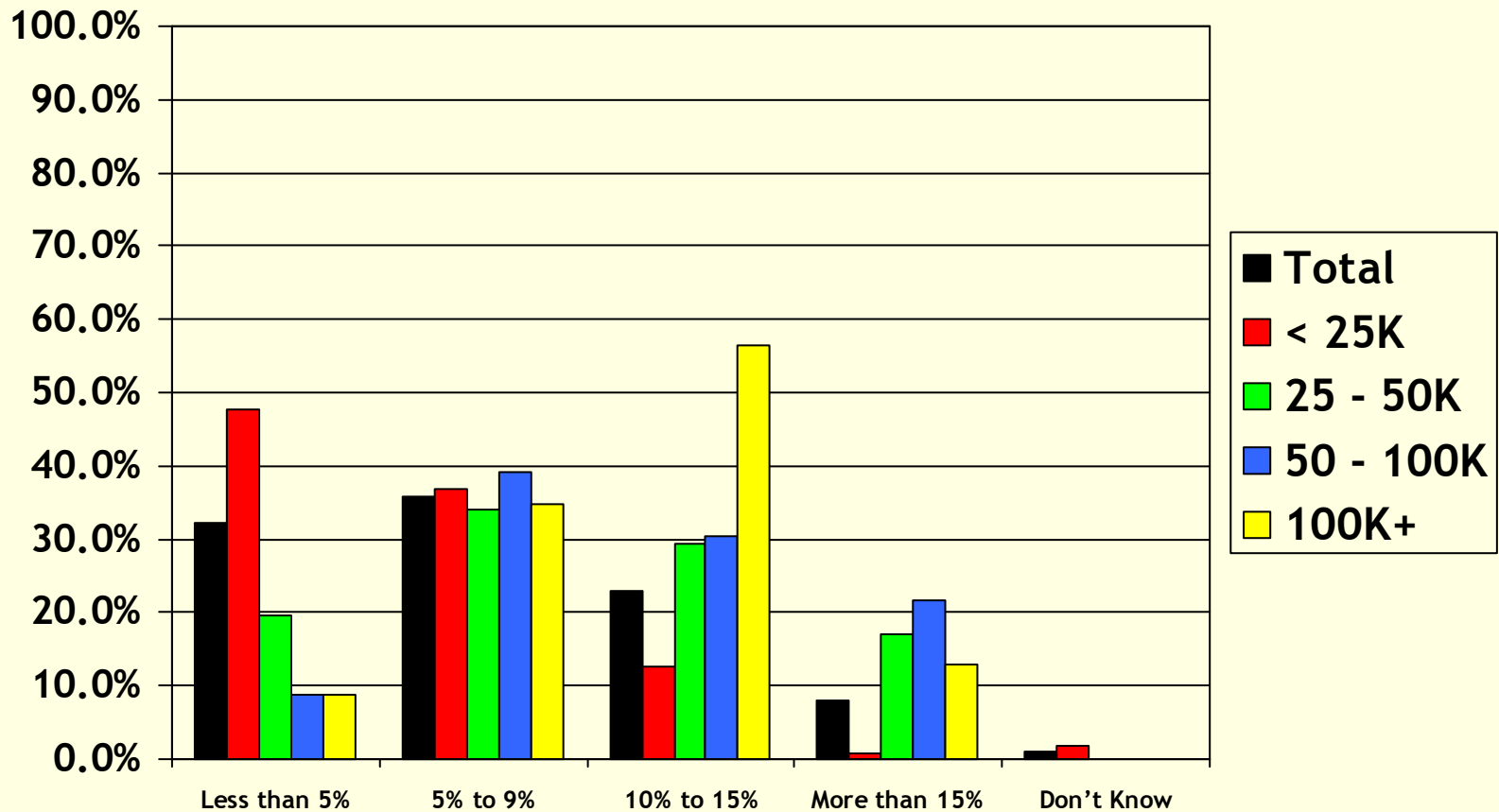
Which, if any, of the following rate strategies have you implemented for print? (check all that apply)



N = 202

NAA Ad Benchmarking Survey 2010

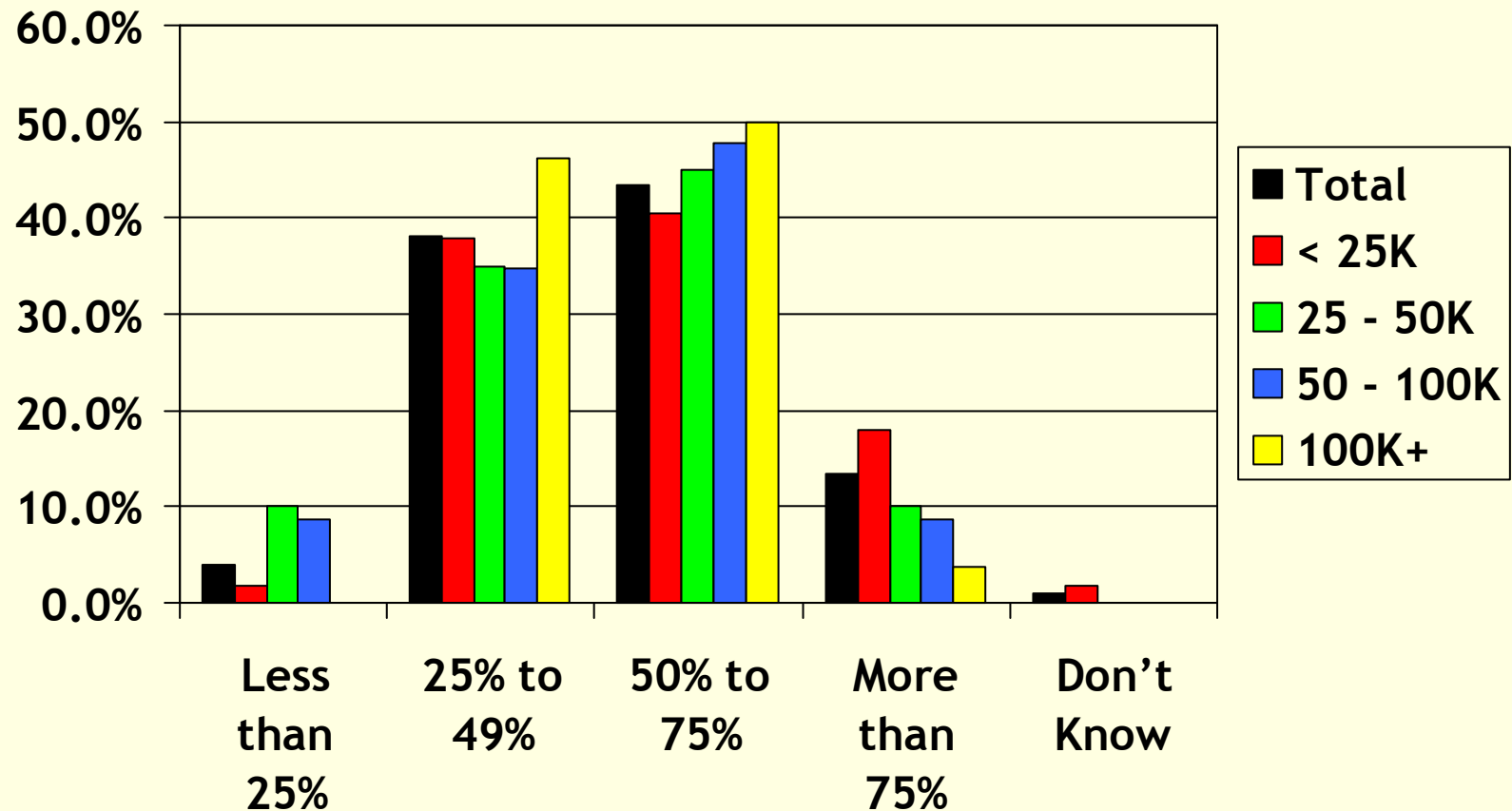
What percentage of your newspaper's total advertising revenue comes from online?



N = 201

NAA Ad Benchmarking Survey 2010

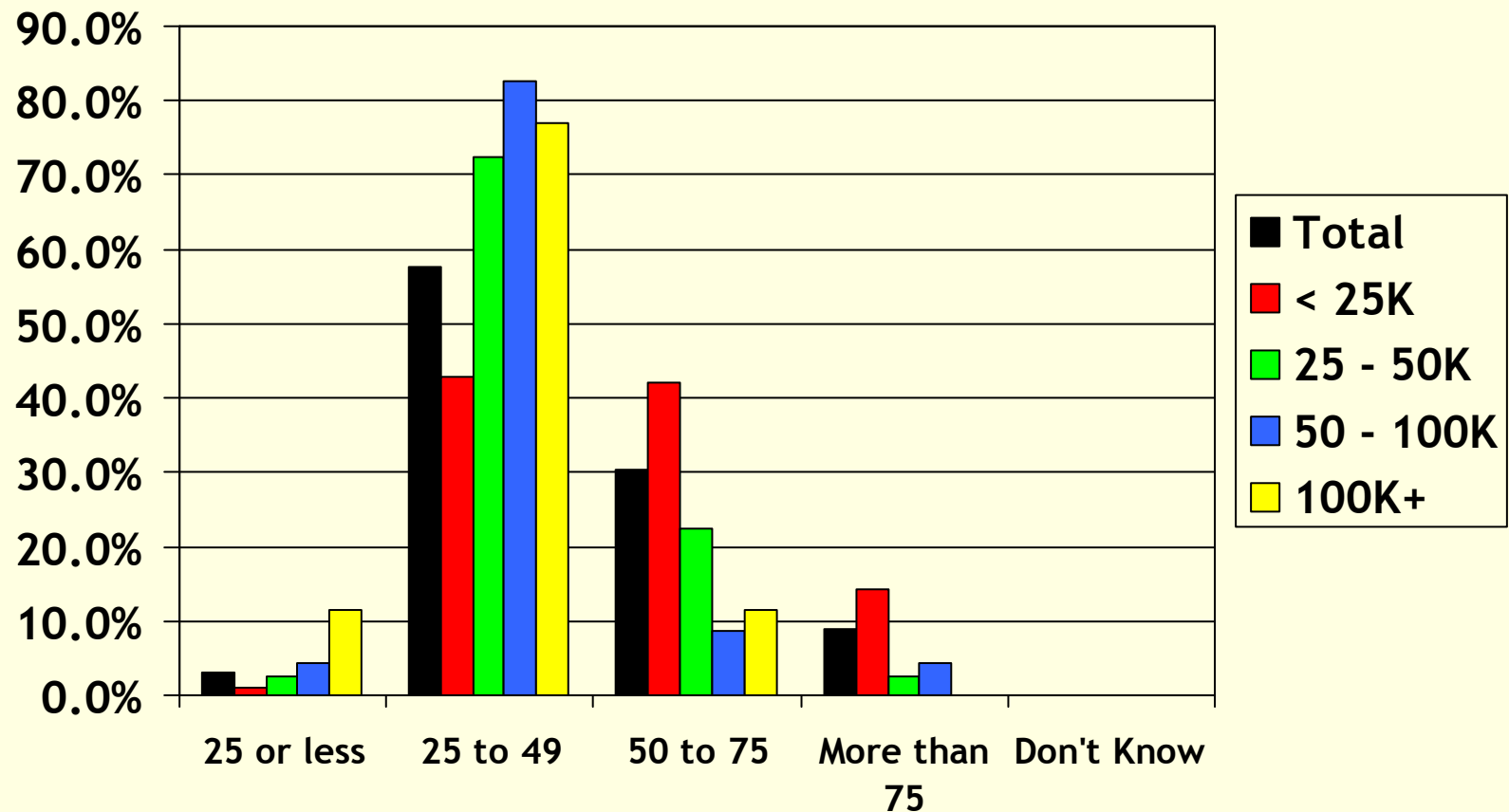
What percentage of your total retail advertising revenue comes from your top 50 retail accounts?



N = 200

NAA Ad Benchmarking Survey 2010

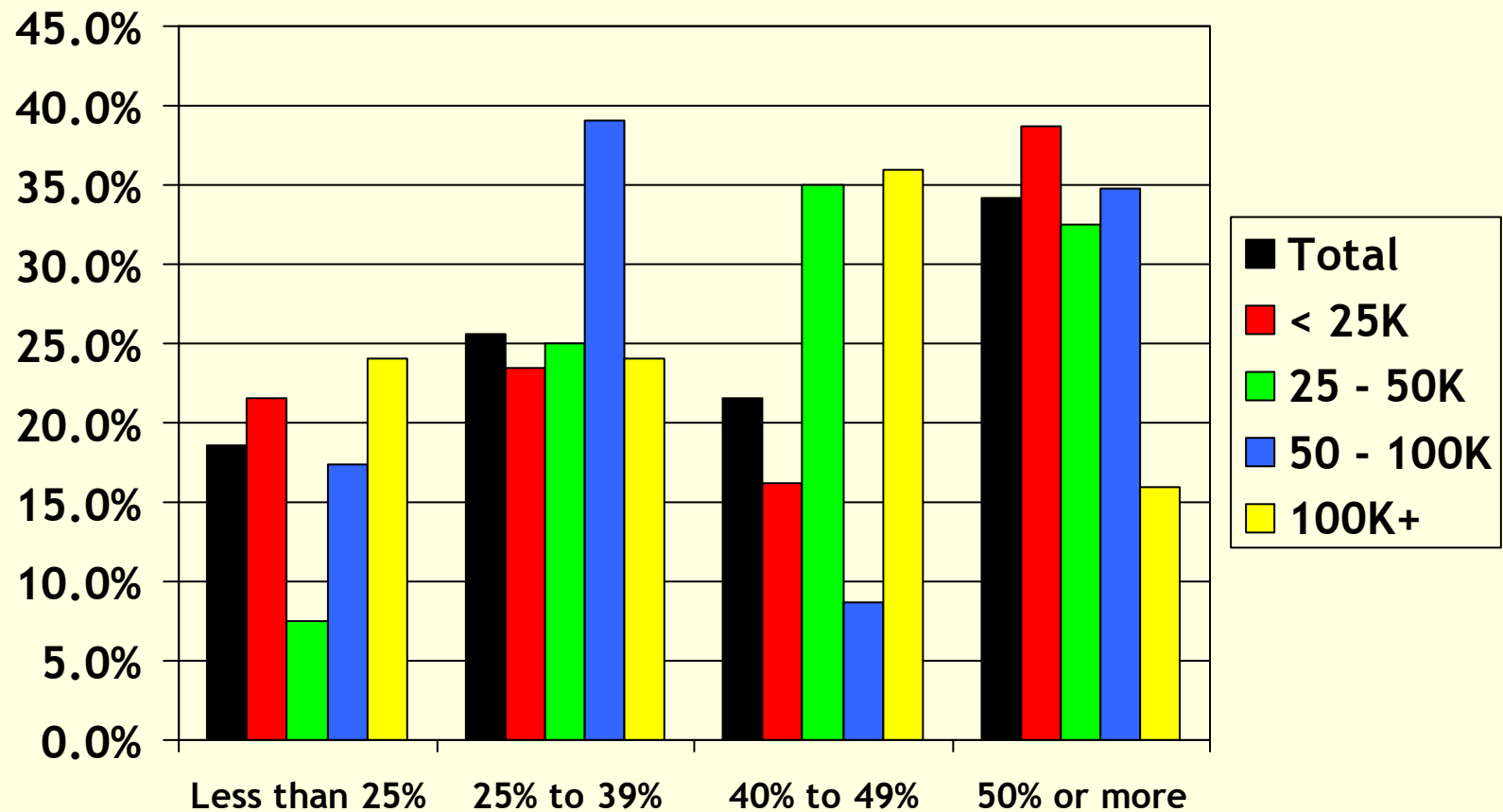
How many active accounts does a typical outside sales rep handle each month?



N = 201

NAA Ad Benchmarking Survey 2010

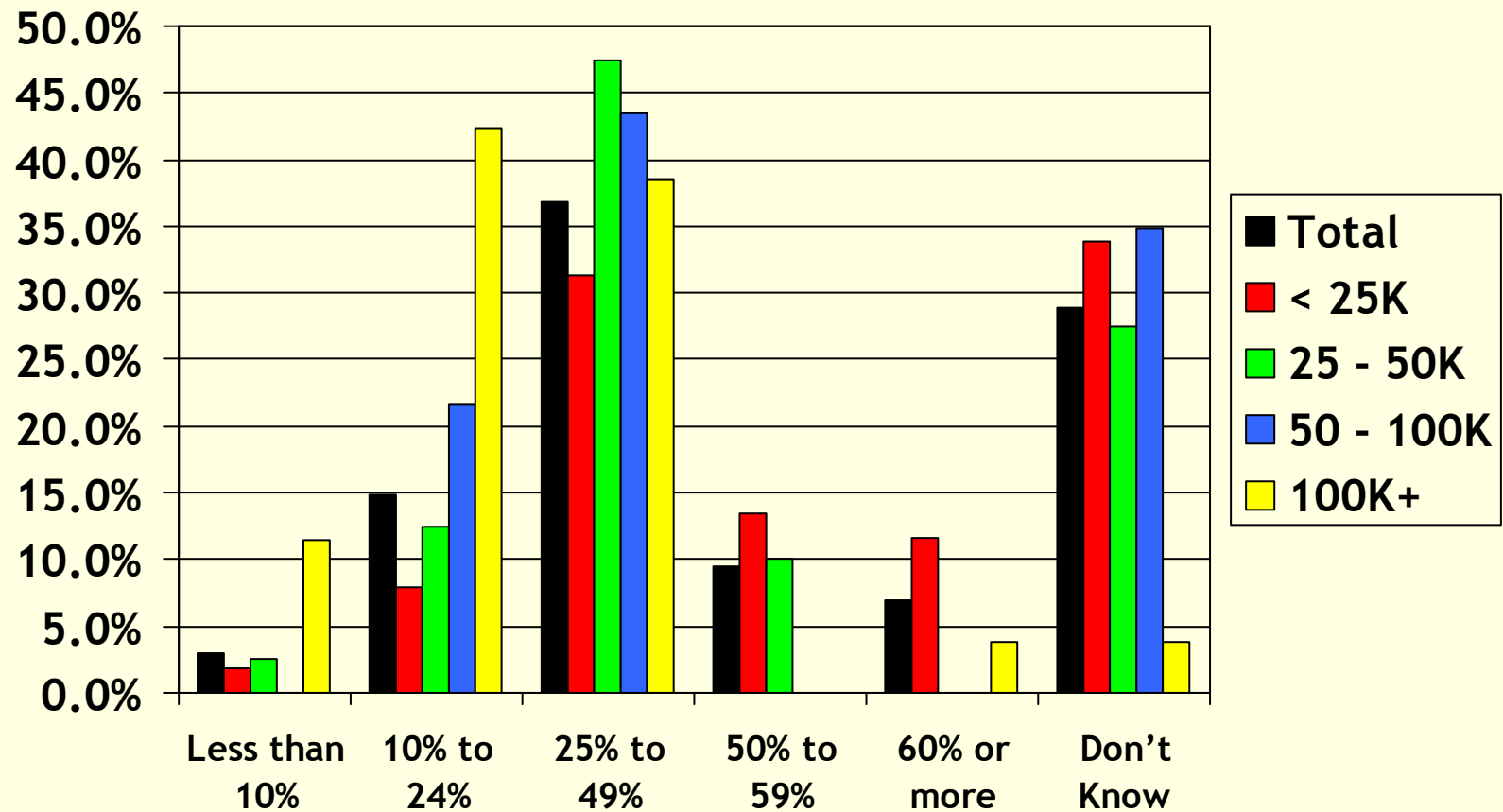
What percent of a typical outside salesperson's compensation is incentive?



N = 199

NAA Ad Benchmarking Survey 2010

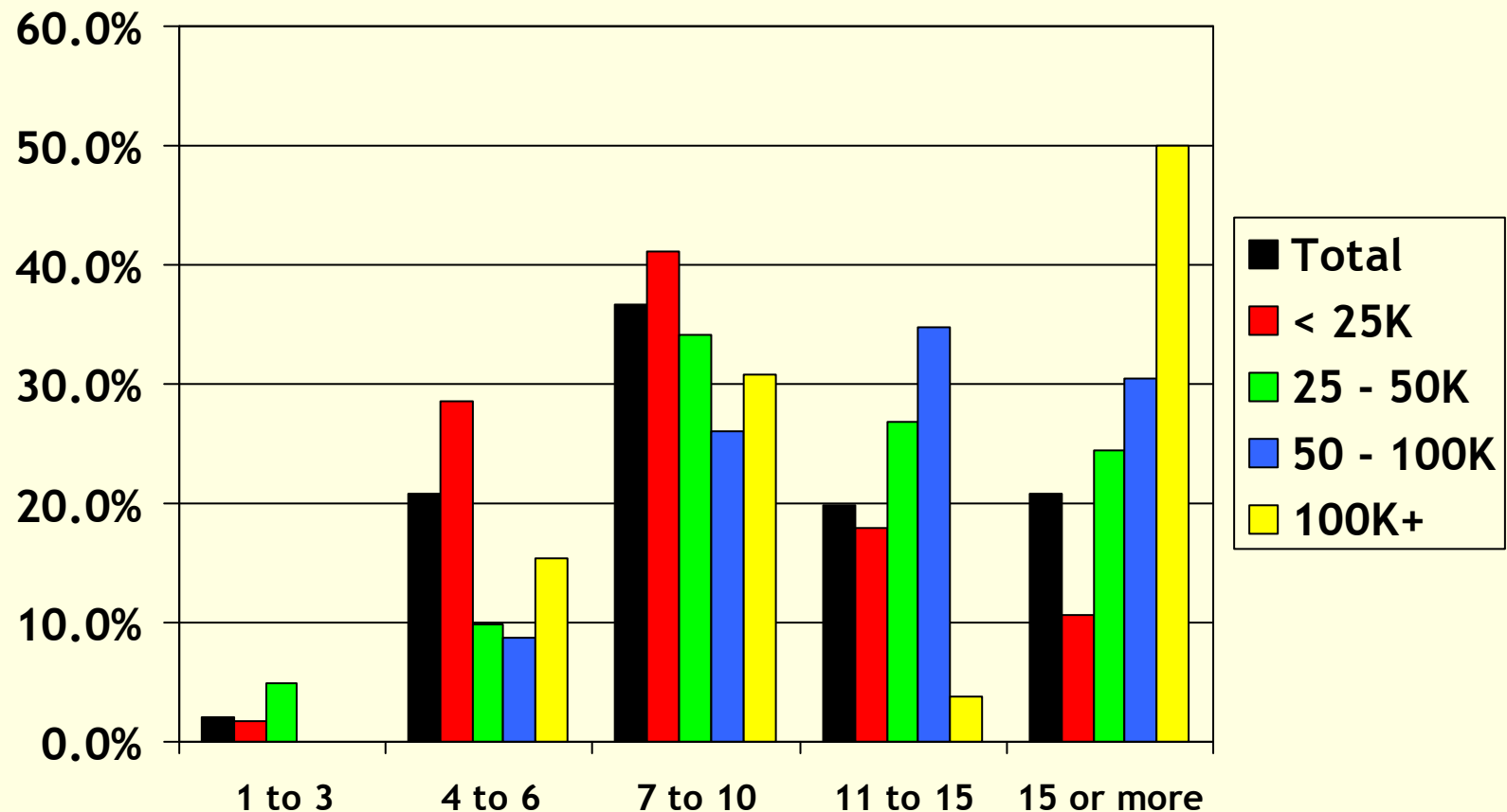
What is your newspaper's share of all advertising spending in your local market?



N = 201

NAA Ad Benchmarking Survey 2010

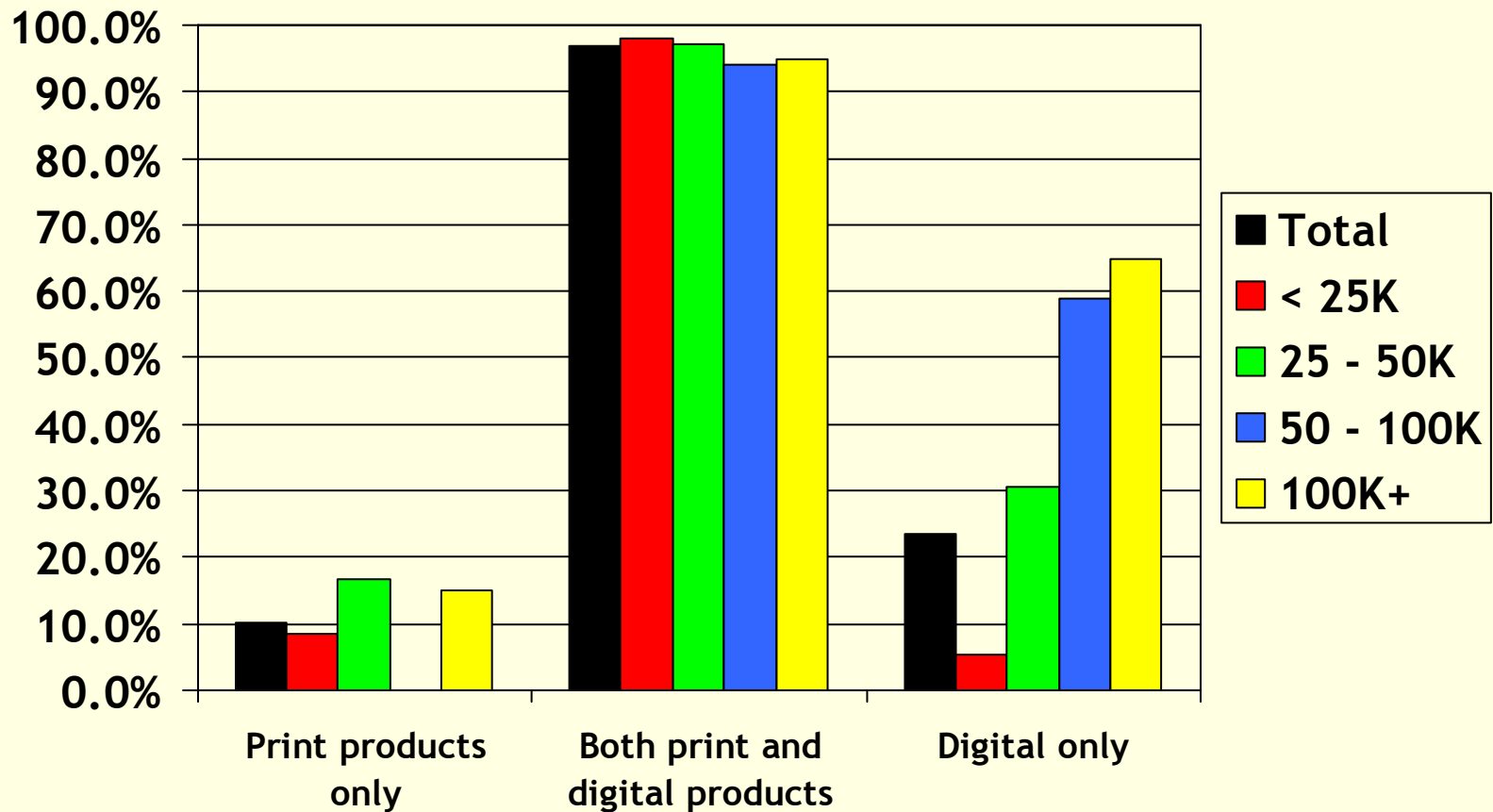
How many products does the average salesperson have responsibility for selling? Products may include, for example, ROP, preprints, niche publications, website display ad, e-mail, search, etc.



N = 202

NAA Ad Benchmarking Survey 2010

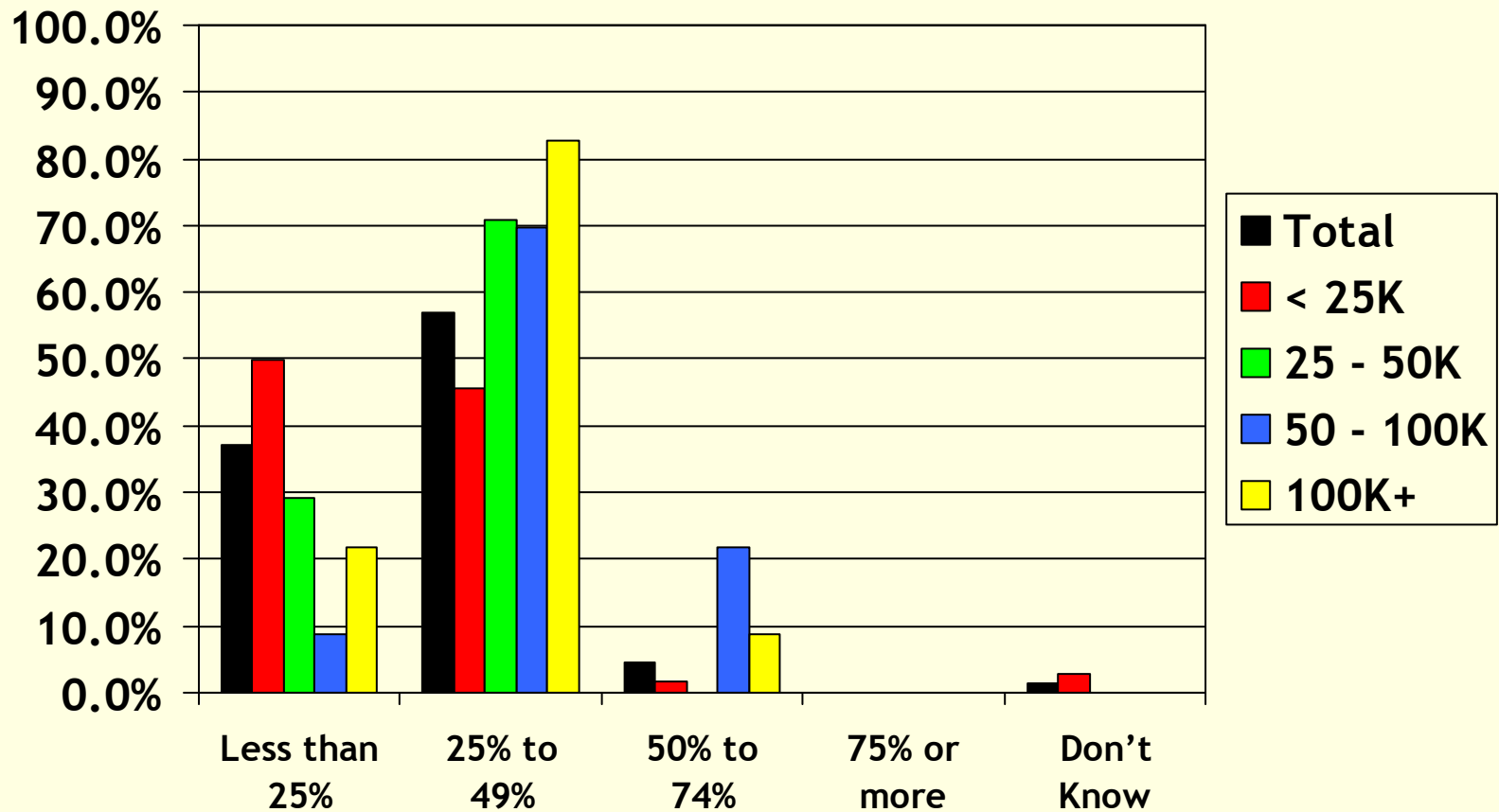
Do you have advertising sales staff that sell the following (check all that apply):



N = 167

NAA Ad Benchmarking Survey 2010

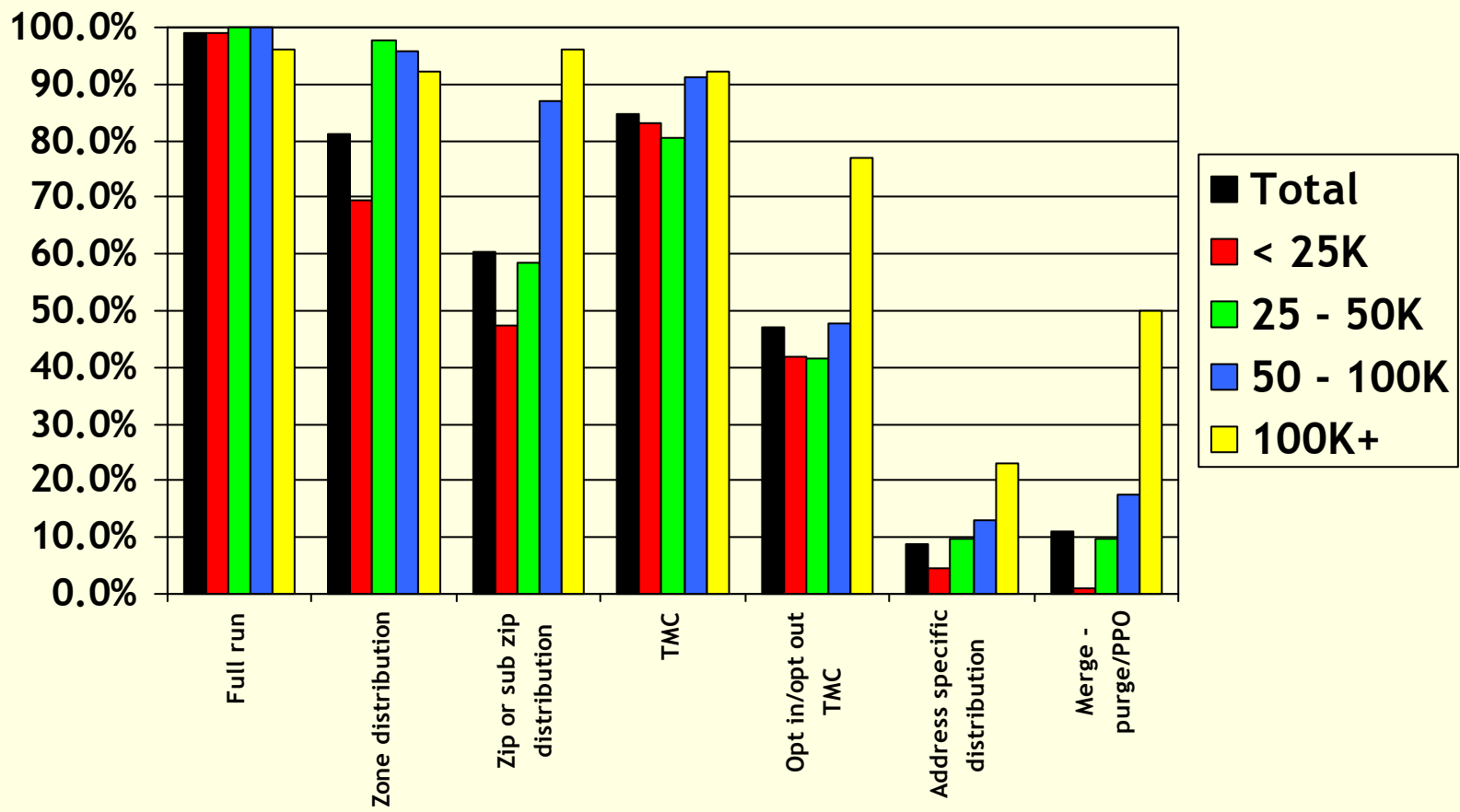
What percentage of your retail advertising revenue comes from preprints?



N = 202

NAA Ad Benchmarking Survey 2010

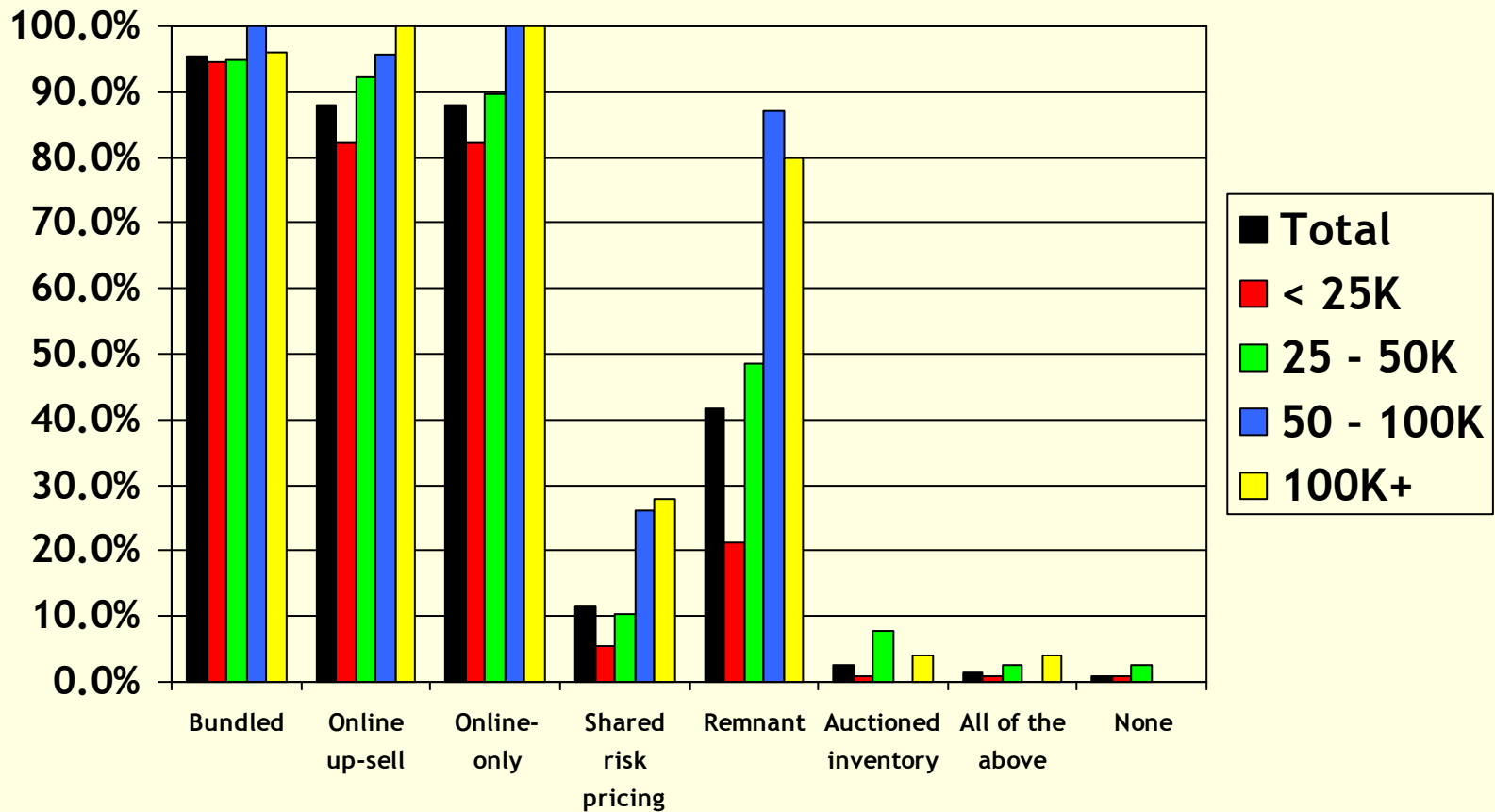
Do you offer any of the following preprint product solutions? (check all that apply)



N = 202

NAA Ad Benchmarking Survey 2010

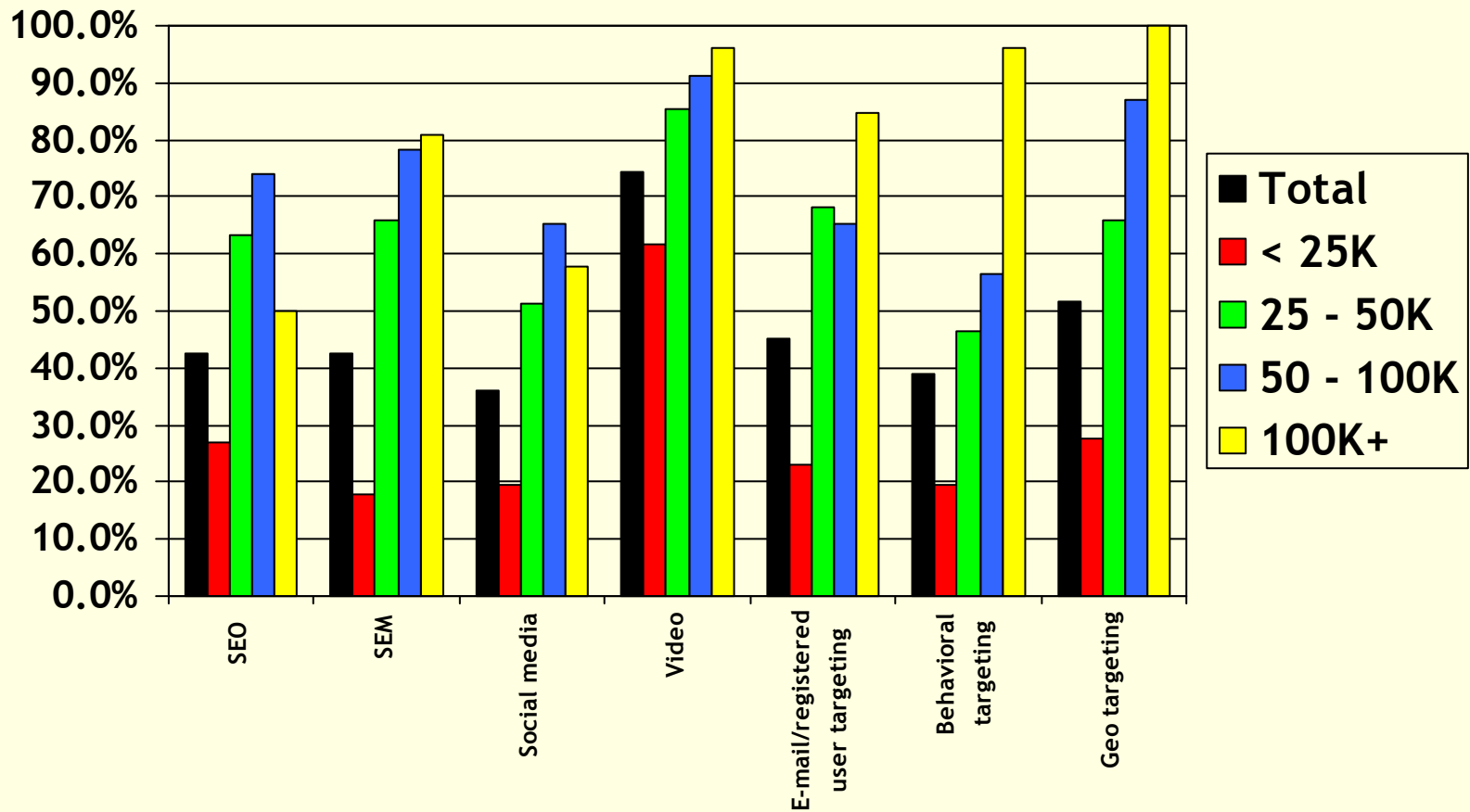
Which, if any, of the following digital pricing strategies have you implemented? (check all that apply)



N = 199

NAA Ad Benchmarking Survey 2010

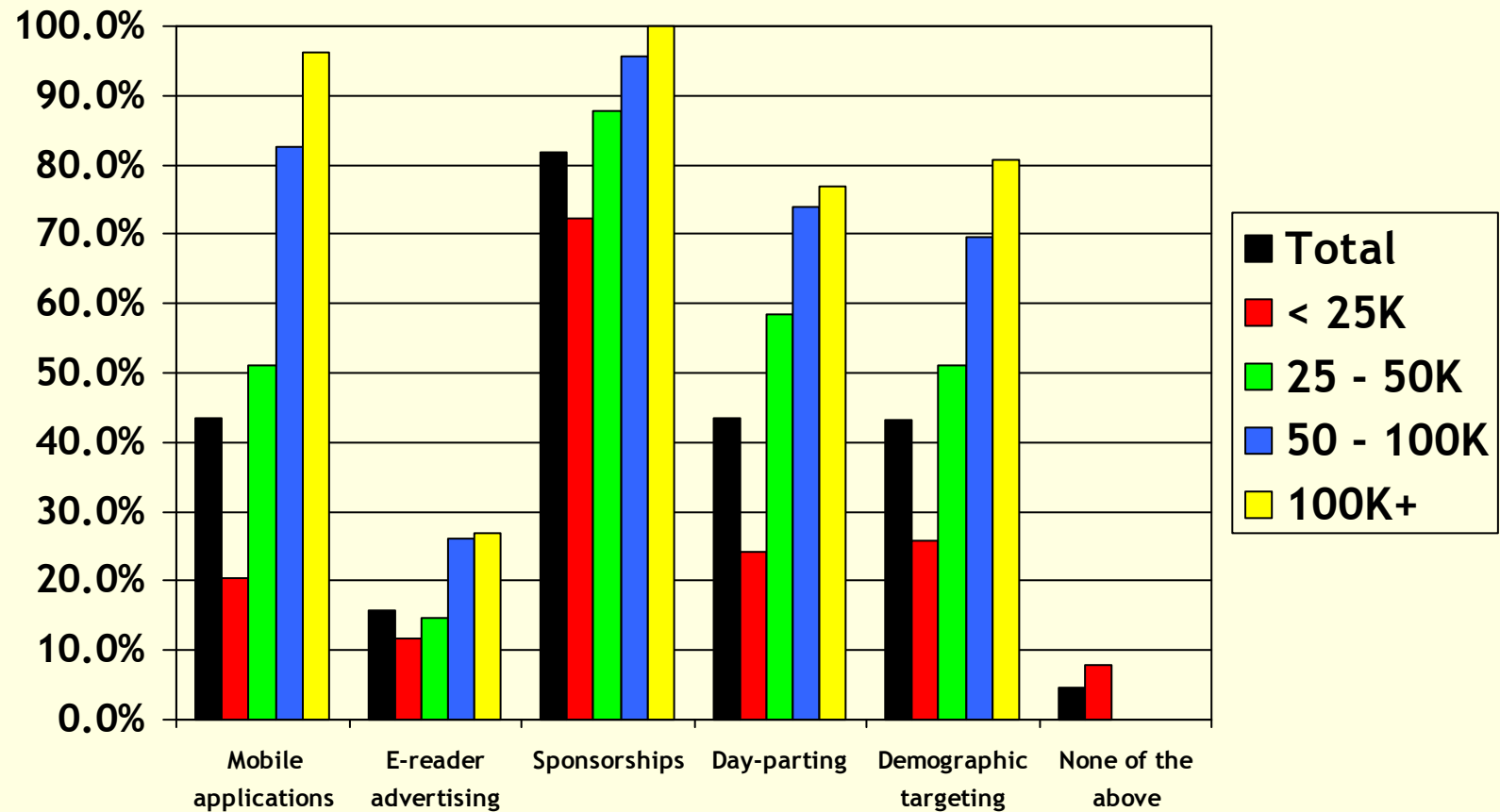
In your digital sales arsenal, what do you offer? (check all that apply)



N = 202

NAA Ad Benchmarking Survey 2010

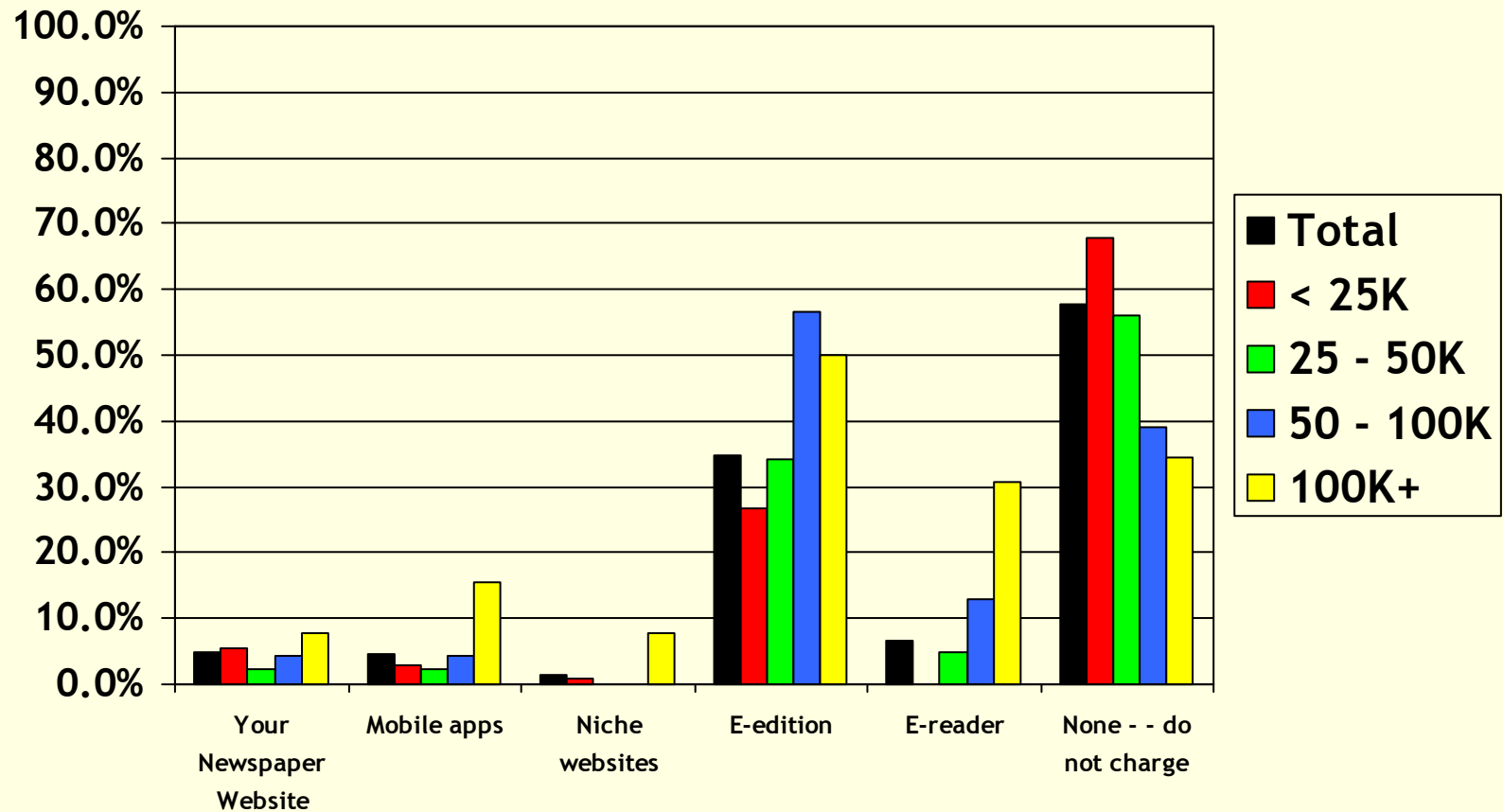
In your digital sales arsenal, what do you offer? (check all that apply)



N = 202

NAA Ad Benchmarking Survey 2010

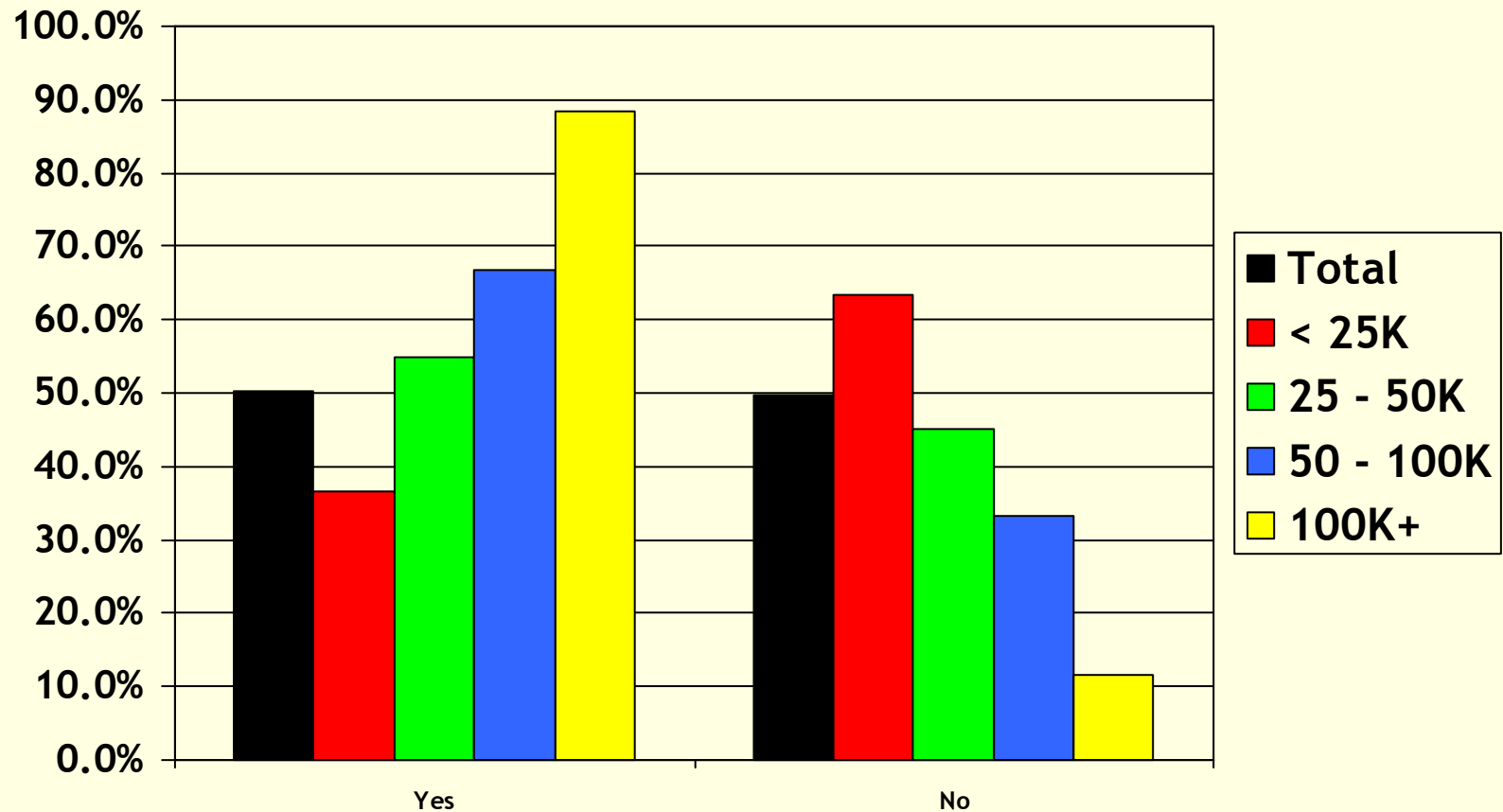
Do you charge for access to any of the following? (check all that apply)



N = 199

NAA Ad Benchmarking Survey 2010

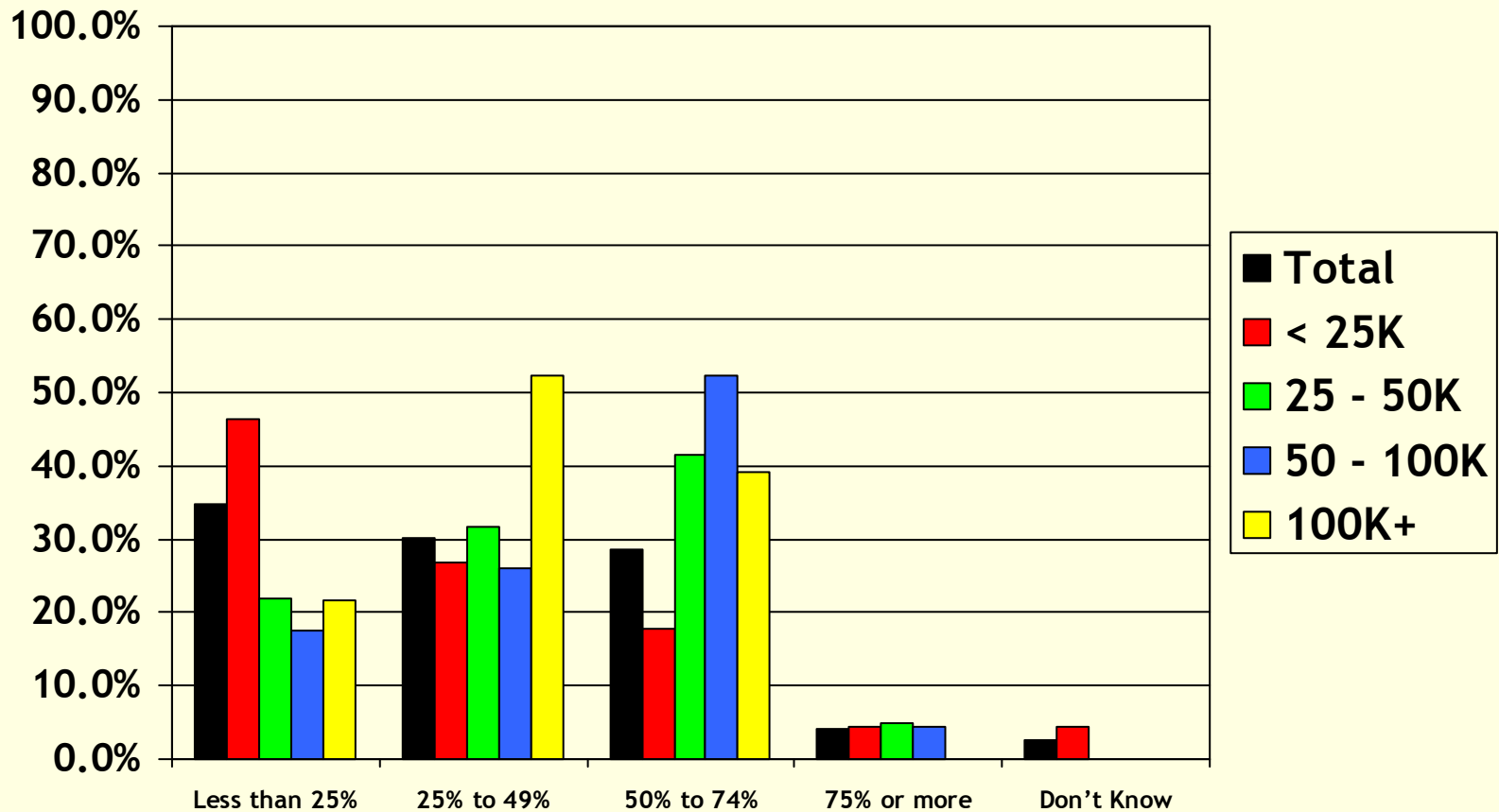
Do you require visitors to register for access to any part of your website?



N = 199

NAA Ad Benchmarking Survey 2010

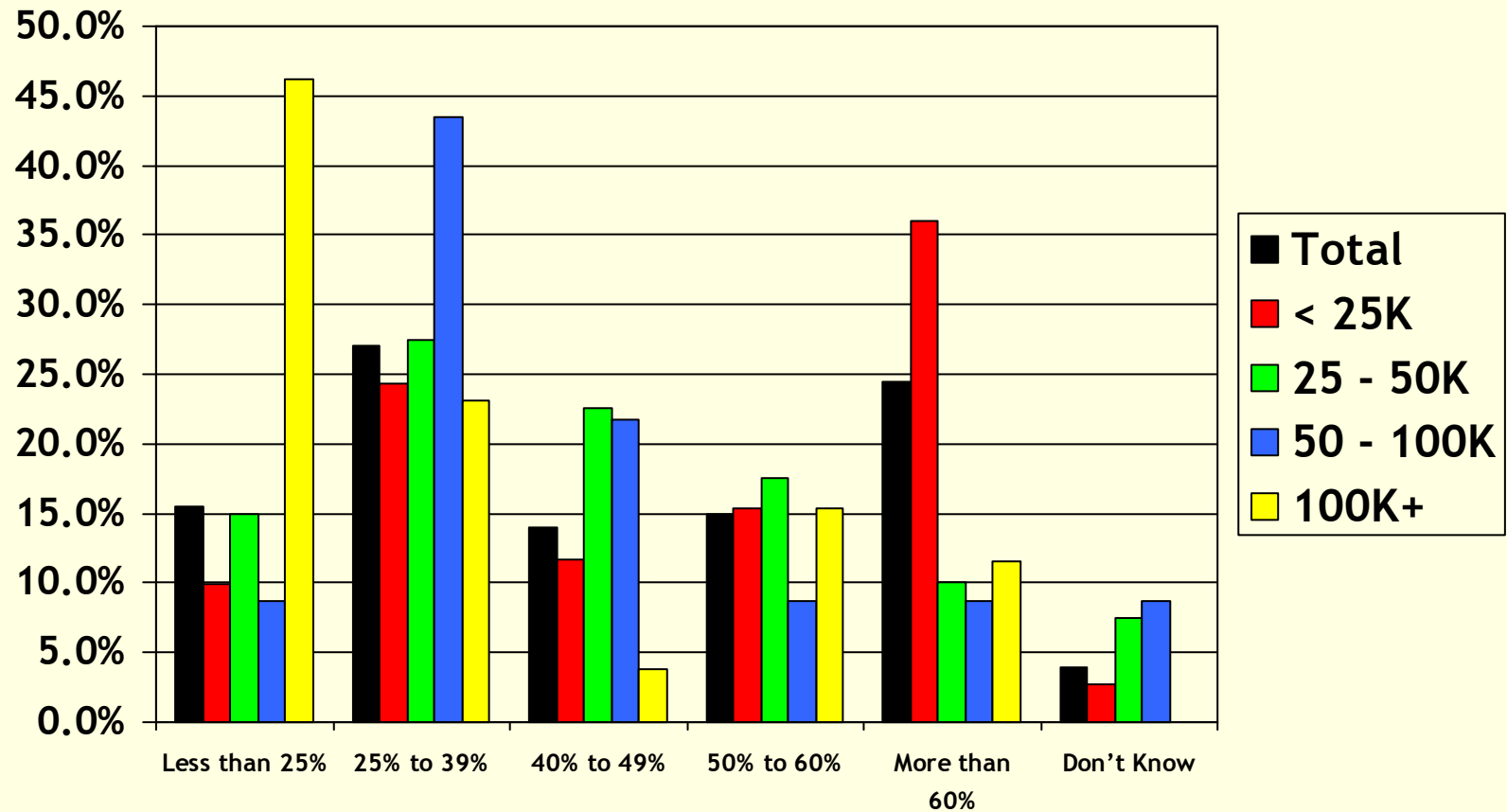
What percentage of your online revenue is classified advertising?



N = 202

NAA Ad Benchmarking Survey 2010

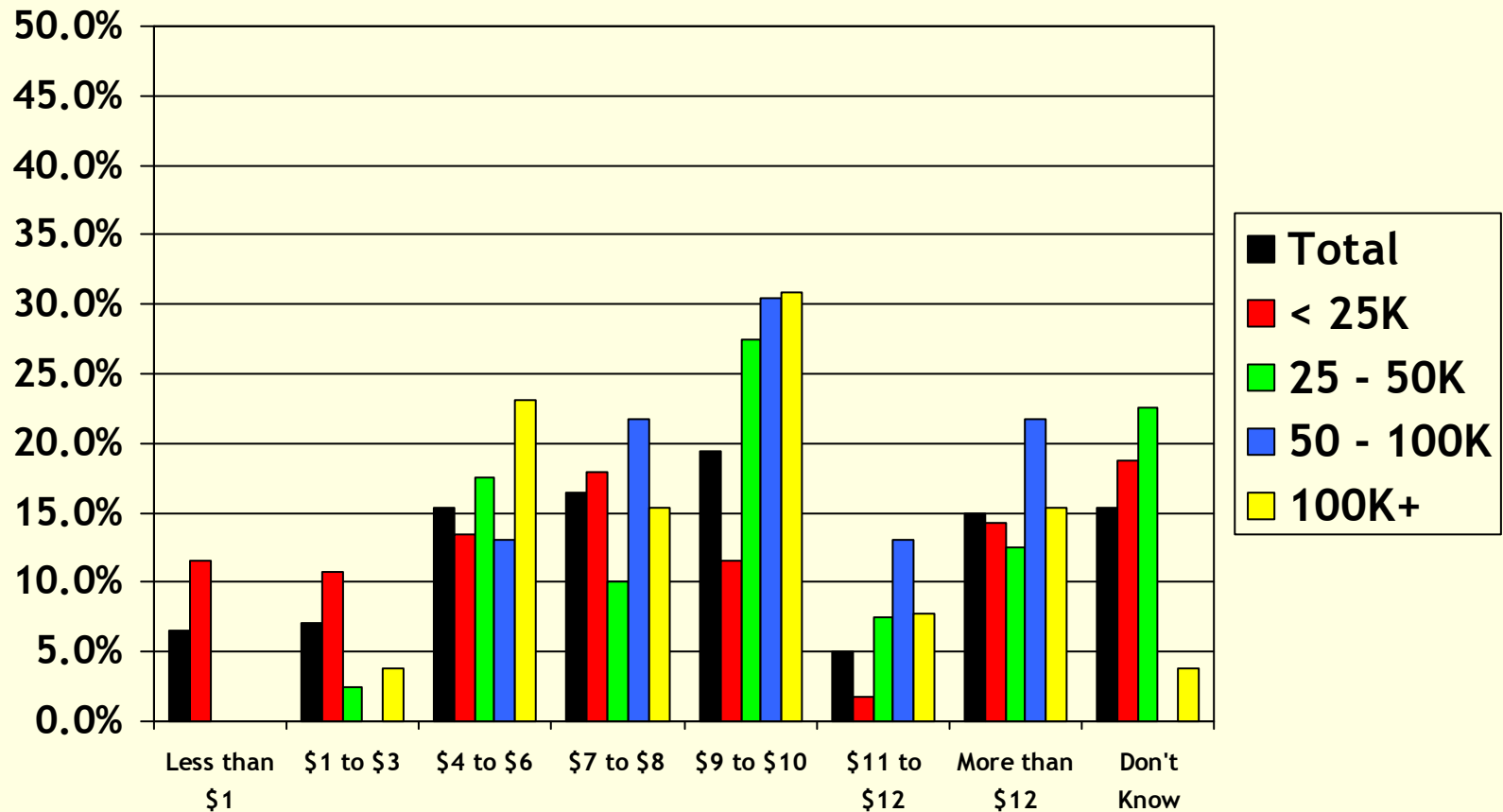
What percent on average of your online inventory is unsold?



N = 200

NAA Ad Benchmarking Survey 2010

During the past year, what has been your average CPM for online display advertising?



N = 200

NAA Ad Benchmarking Survey 2010