

- Coda Newspaper Audience Surveys -



Showcase the Power of Your Audience to Advertisers.

Today, consumers engage with your newspaper's content and advertising across a multitude of traditional, digital and emerging media platforms. That's why demonstrating the size and value of your total readership to advertisers is more crucial than ever before to increase sales.

Coda, an ROI-driven newspaper research and consulting firm, will measure your total audience across all of your advertising channels – print, web, social, mobile, apps and more. Utilizing your email list of print and digital subscribers, Coda employs a cost-effective, web-based research methodology to prove that your newspaper delivers the consumers that advertisers want to reach. The survey measures how engaged your readers are with your newspaper brand and quantifies their purchasing power for 30+ advertising categories.

A host of professional, sales-ready reports are then delivered to your team. Plus, Coda's industry experts will train your staff and provide additional ongoing support for one year – updating your sales collateral and offering on-demand research consulting services.

With a *Coda Newspaper Audience Survey*, your sales team will be equipped with a compelling and effective resource to successfully position your newspaper brand for any advertising sales opportunity.

It's easy and cost-effective to showcase the power of your audience. Let's talk.

Quantifies your total audience delivery across all of your print and digital ad platforms

Reports reader engagement and purchase profiles for 30+ advertising categories

Provides you with on-site training and sales-ready reports

Supports your ad sales efforts for one year through material updates and on-demand consulting