

- Coda Audience Surveys -



Turn Your Newspaper's Audience Insights Into Ad Revenue.

When it comes to your local market, you're the expert. And you know how important it is to effectively position your newspaper's audience and its collective buying power to drive advertising sales. That's where we come in. **Coda** is an ROI-driven newspaper research and consulting firm that will help you turn local market insights into increased advertising revenue.

Coda Audience Surveys measure the market coverage of your newspaper's brand across all platforms – your printed newspaper, TMC, web, social, apps and newsletters. Collecting detailed information about the purchase profile of your readers for your most important ad categories, the survey enables you to position your newspaper brand against other media in your market, including local TV, radio, magazines, shopping guides and competing newspapers.

You also have the flexibility to ask your market's consumers about specific advertisers – or advertising prospects – enabling you to create targeted sales strategies and presentations.

To leverage the data, a user-friendly reporting platform empowers your team to generate custom, on-demand sales stories after the survey results are in.

Plus, our newspaper industry experts will counsel, train and support you every step of the way, ensuring that your audience survey has maximum sales utility.

It's easy and cost-effective to turn your audience insights into ad revenue. Let's talk.

Reports the market coverage of your total audience across all print and digital platforms

Showcases your competitive advantages versus local TV, radio, magazines and more

Measures your most important ad categories, plus individual advertisers and prospects

Your custom reporting tool generates ongoing data-driven sales stories