

- Coda Subscriber Surveys -



Showcase the Buying Power of Your Subscribers 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 value of your subscribers to advertisers is more crucial than ever before to increase sales.

Coda Subscriber Surveys measure all of your newspaper's advertising channels – print, web, social, mobile, apps and newsletters. Using your email list of print and digital subscribers, Coda employs a cost-effective, web-based research methodology to demonstrate 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 key 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 and on-demand research consulting services.

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

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

Quantifies the value of your subscribers across all of your print and digital ad platforms

Reports subscriber engagement and purchase profiles for key advertising categories

Provides you with sales training and presentation-ready reports

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