

Before The  
POSTAL RATE COMMISSION  
WASHINGTON, D.C. 20268-0001

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POSTAL RATE COMMISSION  
OFFICE OF THE SECRETARY

Postal Rate and Fee Changes, 2000

Docket No. R2000-1

**UNITED STATES POSTAL SERVICE  
FOLLOW-UP INTERROGATORIES AND REQUESTS FOR PRODUCTION OF  
DOCUMENTS TO NEWSPAPER ASSOCIATION OF AMERICA  
(USPS/NAA—1-2)**

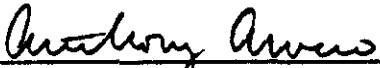
The United States Postal Service directs the following follow-up interrogatories and requests for production of documents to the Newspaper Association of America. These interrogatories follow-up on the supplemental institutional response of the Newspaper Association of America to interrogatory VP-CW/NAA-T1-11(c), filed on August 4, 2000. This discovery request is timely under Rule 26(a), which provides that follow-up discovery may "be served within seven days of the receipt of the answer of the previous interrogatory . . . ."

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.  
Chief Counsel, Ratemaking

  
\_\_\_\_\_  
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August 11, 2000

USPS/NAA-1. Please refer to the supplemental response of the Newspaper Association of America to VP-CW/NAA-T1-11(c), filed on August 4, 2000.

- a) Confirm that the attachment to this interrogatory represents the contents of the website <http://www.naa.org/marketscope/databank/nppvvolume.htm>.
- b) If subpart (a) is confirmed, attach a copy of the attachment to this interrogatory to the response to this interrogatory.
- c) If subpart (a) is not confirmed, attach a correct copy of the website page (referenced in the supplemental response to VP-CW/NAA-T1-11(c)) to the response to this interrogatory.
- d) Define the following in the chart:
  - (i) Total Retail
  - (ii) Total Retail Sunday
  - (iii) Total Retail Daily
  - (iv) Total National
  - (v) Total National Sunday
  - (vi) Total National Daily
  - (vii) Grand Total
  - (viii) Grand Total Sunday
  - (ix) Grand Total Daily
  - (x) Full Run
  - (xi) Partial Run

USPS/NAA-1 Attachment 1

<b>Newspaper Preprint Insert Volume Estimates</b>							
<b>U.S. Daily Newspapers</b>							
<b>Projected Circulation (In Billions)</b>							
<b>Year</b>		<b>Full Run</b>	<b>% change</b>	<b>Partial Run</b>	<b>% change</b>	<b>Total</b>	<b>% change</b>
1997	<b>Total Retail</b>	<b>38.966</b>	<b>2.53</b>	<b>43.035</b>	<b>4.57</b>	<b>82.000</b>	<b>3.59</b>
	Sunday	22.313	6.07	25.537	6.60	47.851	6.35
	Daily	16.653	-1.86	17.497	1.74	34.150	-0.04
	<b>Total National</b>	<b>6.597</b>	<b>-3.07</b>	<b>1.399</b>	<b>0.32</b>	<b>7.996</b>	<b>-2.50</b>
	Sunday	5.798	-4.00	0.695	-5.35	6.493	-4.15
	Daily	0.799	-4.27	0.704	6.63	1.503	5.36
	<b>Grand Total</b>	<b>45.563</b>	<b>1.68</b>	<b>44.433</b>	<b>4.43</b>	<b>89.996</b>	<b>3.02</b>
	Sunday	28.111	3.82	26.232	6.24	54.344	4.98
	Daily	17.452	-1.59	18.201	1.93	35.653	0.17
1996	<b>Total Retail</b>	<b>38.004</b>	<b>-0.92</b>	<b>41.154</b>	<b>4.37</b>	<b>79.158</b>	<b>1.76</b>
	Sunday	21.036	-0.74	23.957	3.47	44.993	1.46
	Daily	16.968	-1.15	17.197	5.66	34.165	2.16
	<b>Total National</b>	<b>6.806</b>	<b>-8.23</b>	<b>1.394</b>	<b>21.87</b>	<b>8.200</b>	<b>-4.21</b>
	Sunday	6.040	-9.37	0.734	20.83	6.774	-6.85
	Daily	0.766	1.82	0.660	23.04	1.426	10.65
	<b>Grand Total</b>	<b>44.810</b>	<b>-2.11</b>	<b>42.548</b>	<b>4.87</b>	<b>87.358</b>	<b>1.17</b>
	Sunday	27.076	-2.80	24.691	3.91	51.767	0.29
	Daily	17.734	-1.03	17.857	6.21	35.591	2.48
1995	<b>Total Retail</b>	<b>38.358</b>	<b>0.37</b>	<b>39.429</b>	<b>6.44</b>	<b>77.788</b>	<b>3.36</b>
	Sunday	21.193	1.20	23.153	5.94	44.346	3.62
	Daily	17.165	-0.63	16.276	7.17	33.441	3.02
	<b>Total National</b>	<b>7.417</b>	<b>-15.13</b>	<b>1.144</b>	<b>9.91</b>	<b>8.561</b>	<b>-12.46</b>
	Sunday	6.664	-16.81	0.608	4.59	7.272	-15.36
	Daily	0.753	3.37	0.536	16.62	1.289	8.50
	<b>Grand Total</b>	<b>45.775</b>	<b>-2.51</b>	<b>40.573</b>	<b>6.54</b>	<b>86.349</b>	<b>1.54</b>
	Sunday	27.858	-3.78	23.761	5.91	51.619	0.45
	Daily	17.918	-0.47	16.812	7.45	34.73	3.21
1994	<b>Total Retail</b>	<b>38.216</b>	<b>-4.46</b>	<b>37.042</b>	<b>15.45</b>	<b>72.258</b>	<b>4.40</b>
	Sunday	20.942	0.63	21.855	16.83	42.797	8.30
	Daily	17.274	-9.98	15.187	13.53	32.461	-0.33
	<b>Total National</b>	<b>8.739</b>	<b>-11.41</b>	<b>1.041</b>	<b>28.29</b>	<b>9.780</b>	<b>-8.78</b>

	Sunday	8.011	-11.86	0.581	42.05	8.592	-9.54
	Daily	0.728	-6.00	0.460	58.34	1.188	11.55
	<b>Grand Total</b>	<b>46.955</b>	<b>-5.84</b>	<b>38.083</b>	<b>16.16</b>	<b>85.038</b>	<b>2.89</b>
	Sunday	28.953	-3.17	22.436	17.37	51.389	4.84
	Daily	18.002	-9.83	15.647	14.48	33.649	0.05
1993	<b>Total Retail</b>	<b>40.002</b>	<b>1.05</b>	<b>32.084</b>	<b>9.76</b>	<b>72.086</b>	<b>4.75</b>
	Sunday	20.812	-4.45	18.707	17.14	39.518	4.68
	Daily	19.190	7.79	13.377	0.88	32.568	4.84
	<b>Total National</b>	<b>9.864</b>	<b>9.80</b>	<b>0.700</b>	<b>2.67</b>	<b>10.564</b>	<b>9.30</b>
	Sunday	9.089	10.95	0.409	-8.74	9.498	9.93
	Daily	0.775	-2.10	0.291	24.61	1.065	4.84
	<b>Grand Total</b>	<b>49.866</b>	<b>2.67</b>	<b>32.784</b>	<b>9.60</b>	<b>82.650</b>	<b>5.31</b>
	Sunday	29.901	-0.24	19.116	16.43	49.017	5.66
	Daily	19.965	7.37	13.668	1.29	33.633	4.81
1992	<b>Total Retail</b>	<b>39.585</b>	<b>6.88</b>	<b>29.231</b>	<b>13.16</b>	<b>68.815</b>	<b>9.46</b>
	Sunday	21.781	25.96	15.970	26.78	37.751	26.30
	Daily	17.804	-9.83	13.261	0.20	31.064	-5.81
	<b>Total National</b>	<b>8.984</b>	<b>13.29</b>	<b>0.682</b>	<b>-14.00</b>	<b>9.665</b>	<b>10.80</b>
	Sunday	8.192	15.01	0.449	-18.81	8.641	12.57
	Daily	0.791	-1.98	0.233	-2.92	1.025	-2.10
	<b>Grand Total</b>	<b>48.568</b>	<b>8.01</b>	<b>29.912</b>	<b>12.35</b>	<b>78.481</b>	<b>9.62</b>
	Sunday	29.973	22.76	16.418	24.85	46.392	23.50
	Daily	18.595	-9.52	13.494	0.14	32.089	-5.70
1991	<b>Total Retail</b>	<b>37.037</b>	<b>10.58</b>	<b>25.832</b>	<b>14.57</b>	<b>62.869</b>	<b>12.19</b>
	Sunday	17.292	-3.54	12.597	8.71	29.889	1.27
	Daily	19.745	26.85	13.235	20.78	32.98	24.34
	<b>Total National</b>	<b>7.930</b>	<b>3.47</b>	<b>0.793</b>	<b>24.29</b>	<b>8.723</b>	<b>5.07</b>
	Sunday	7.123	0.04	0.553	20.48	7.676	1.28
	Daily	0.807	48.35	0.240	34.08	1.047	44.81
	<b>Grand Total</b>	<b>44.967</b>	<b>9.26</b>	<b>26.625</b>	<b>14.84</b>	<b>71.592</b>	<b>11.27</b>
	Sunday	24.415	-2.52	13.150	9.16	37.565	1.27
	Daily	20.552	27.57	13.475	20.99	34.027	24.88
1990	<b>Total Retail</b>	<b>33.493</b>	<b>10.40</b>	<b>22.546</b>	<b>4.13</b>	<b>56.039</b>	<b>7.79</b>
	Sunday	17.927	15.50	11.588	-0.57	29.515	8.61
	Daily	15.566	5.05	10.958	9.62	26.524	6.89
	<b>Total National</b>	<b>7.664</b>	<b>15.46</b>	<b>0.638</b>	<b>-43.54</b>	<b>8.302</b>	<b>6.87</b>
	Sunday	7.12	13.63	0.459	-47.06	7.579	6.25
	Daily	0.544	46.24	0.179	-31.94	0.723	13.86
	<b>Grand Total</b>	<b>41.157</b>	<b>11.30</b>	<b>23.184</b>	<b>1.77</b>	<b>64.341</b>	<b>7.67</b>

	Sunday	25.047	14.96	12.047	-3.79	37.094	8.12
	Daily	16.11	6.06	11.137	8.56	27.247	7.07
1989	<b>Total Retail</b>	<b>30.339</b>	<b>8.91</b>	<b>21.651</b>	<b>5.80</b>	<b>51.99</b>	<b>7.59</b>
	Sunday	15.521	9.21	11.655	3.90	27.176	6.87
	Daily	14.818	8.59	9.996	8.10	24.814	8.39
	<b>Total National</b>	<b>6.638</b>	<b>-3.95</b>	<b>1.13</b>	<b>-5.44</b>	<b>7.768</b>	<b>-4.17</b>
	Sunday	6.266	-3.98	0.867	-18.44	7.133	-6.01
	Daily	0.372	-3.38	0.263	99.24	0.635	22.82
	<b>Grand Total</b>	<b>36.977</b>	<b>6.35</b>	<b>22.781</b>	<b>5.18</b>	<b>59.758</b>	<b>5.90</b>
	Sunday	21.787	5.06	12.522	1.97	34.309	3.91
	Daily	15.19	8.26	10.259	9.38	25.449	8.71
1988	<b>Total Retail</b>	<b>27.858</b>	<b>-3.29</b>	<b>20.464</b>	<b>31.20</b>	<b>48.322</b>	<b>1.94</b>
	Sunday	14.212	5.93	11.217	15.44	25.429	9.92
	Daily	13.646	-11.32	9.247	4.12	22.893	-5.67
	<b>Total National</b>	<b>6.911</b>	<b>10.12</b>	<b>1.195</b>	<b>8.74</b>	<b>8.106</b>	<b>9.91</b>
	Sunday	6.526	10.65	1.063	10.16	7.589	10.58
	Daily	0.385	1.85	0.132	-1.49	0.517	0.98
	<b>Grand Total</b>	<b>34.769</b>	<b>-0.89</b>	<b>21.659</b>	<b>9.96</b>	<b>56.428</b>	<b>3.01</b>
	Sunday	20.738	7.37	12.280	14.96	33.018	10.07
	Daily	14.031	-11.00	9.379	4.04	23.410	-5.53
1987	<b>Total Retail</b>	<b>28.805</b>	<b>7.33</b>	<b>15.598</b>	<b>-5.08</b>	<b>47.403</b>	<b>9.55</b>
	Sunday	13.417	0.19	9.717	5.22	23.134	2.24
	Daily	15.388	14.45	8.881	23.38	24.269	17.57
	<b>Total National</b>	<b>6.276</b>	<b>-9.89</b>	<b>1.099</b>	<b>-13.33</b>	<b>7.375</b>	<b>-10.42</b>
	Sunday	5.898	-6.87	0.965	-7.48	6.863	-6.95
	Daily	0.378	-40.19	0.134	-40.44	0.512	-40.26
	<b>Grand Total</b>	<b>35.081</b>	<b>3.78</b>	<b>19.697</b>	<b>11.28</b>	<b>54.778</b>	<b>6.36</b>
	Sunday	19.315	-2.08	10.682	3.93	29.997	-0.02
	Daily	15.766	12.00	9.015	21.45	24.781	15.26
1986	<b>Total Retail</b>	<b>26.837</b>	<b>7.13</b>	<b>16.433</b>	<b>20.75</b>	<b>43.27</b>	<b>11.92</b>
	Sunday	13.392	9.46	9.235	27.06	22.627	16.02
	Daily	13.445	4.90	7.198	13.52	20.643	7.75
	<b>Total National</b>	<b>6.965</b>	<b>23.01</b>	<b>1.268</b>	<b>20.08</b>	<b>8.233</b>	<b>22.55</b>
	Sunday	6.333	42.54	1.043	31.53	7.376	40.87
	Daily	0.632	-48.15	0.225	-14.45	0.857	-42.17
	<b>Grand Total</b>	<b>33.802</b>	<b>10.05</b>	<b>17.701</b>	<b>20.70</b>	<b>51.503</b>	<b>13.50</b>
	Sunday	19.725	18.27	10.278	27.50	30.003	21.28
	Daily	14.077	0.29	7.423	12.40	21.500	4.17

1985	<b>Total Retail</b>	<b>25.052</b>	<b>8.46</b>	<b>13.609</b>	<b>13.02</b>	<b>38.661</b>	<b>10.02</b>
	Sunday	12.235	5.17	7.268	1.54	19.503	3.78
	Daily	12.817	11.80	6.341	29.86	19.158	17.20
	<b>Total National</b>	<b>5.662</b>	<b>7.07</b>	<b>1.056</b>	<b>26.01</b>	<b>6.718</b>	<b>9.66</b>
	Sunday	4.443	2.97	0.793	14.27	5.236	4.53
	Daily	1.219	25.28	0.263	82.64	1.482	32.68
	<b>Grand Total</b>	<b>30.714</b>	<b>8.20</b>	<b>14.665</b>	<b>13.87</b>	<b>45.379</b>	<b>9.97</b>
	Sunday	16.678	4.57	8.061	2.66	24.739	3.94
	Daily	14.036	12.86	6.604	31.37	20.64	18.19
1984	<b>Total Retail</b>	<b>23.098</b>	<b>10.15</b>	<b>12.041</b>	<b>27.86</b>	<b>35.139</b>	<b>15.64</b>
	Sunday	11.634	15.21	7.158	45.22	18.792	25.05
	Daily	11.464	5.45	4.883	8.80	16.347	6.43
	<b>Total National</b>	<b>5.288</b>	<b>18.06</b>	<b>0.838</b>	<b>-2.67</b>	<b>6.126</b>	<b>14.72</b>
	Sunday	4.315	22.69	0.694	-4.01	5.009	18.14
	Daily	0.973	1.14	0.144	4.35	1.117	1.55
	<b>Grand Total</b>	<b>28.386</b>	<b>11.54</b>	<b>12.879</b>	<b>25.31</b>	<b>41.265</b>	<b>15.50</b>
	Sunday	15.949	17.14	7.852	38.92	23.801	23.53
	Daily	12.437	5.10	5.027	8.67	17.464	6.10
1983	<b>Total Retail</b>	<b>20.970</b>	<b>18.45</b>	<b>9.417</b>	<b>20.89</b>	<b>30.387</b>	<b>19.20</b>
	Sunday	10.098	25.38	4.929	37.41	15.027	29.09
	Daily	10.872	12.67	4.488	6.78	15.360	10.89
	<b>Total National</b>	<b>4.479</b>	<b>19.70</b>	<b>0.861</b>	<b>17.78</b>	<b>5.340</b>	<b>19.38</b>
	Sunday	3.517	1.91	0.723	6.79	4.240	2.71
	Daily	0.962	230.58	0.138	155.56	1.100	218.84
	<b>Grand Total</b>	<b>25.449</b>	<b>18.67</b>	<b>10.278</b>	<b>20.62</b>	<b>35.727</b>	<b>19.23</b>
	Sunday	13.615	18.34	5.652	32.55	19.267	22.18
	Daily	11.834	19.05	4.626	8.67	16.460	15.94
1982	<b>Total Retail</b>	<b>17.703</b>	n/a	<b>7.790</b>	n/a	<b>25.493</b>	n/a
	Sunday	8.054	n/a	3.587	n/a	11.641	n/a
	Daily	9.649	n/a	4.203	n/a	13.852	n/a
	<b>Total National</b>	<b>3.742</b>	n/a	<b>0.731</b>	n/a	<b>4.473</b>	n/a
	Sunday	3.451	n/a	0.677	n/a	4.128	n/a
	Daily	0.291	n/a	0.054	n/a	0.345	n/a
	<b>Grand Total</b>	<b>21.445</b>	n/a	<b>8.521</b>	n/a	<b>29.966</b>	n/a
	Sunday	11.505	n/a	4.264	n/a	15.769	n/a
	Daily	9.94	n/a	4.257	n/a	14.197	n/a

Last Update: 11/99

Questions or comments, e-mail: [robem@naa.org](mailto:robem@naa.org)

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USPS/NAA-2. Please refer to the supplemental institutional response to VP-CW/NAA-T1-11(c) filed on August 4, 2000.

- a) Who within NAA made the decision to discard data for 1998? Identify by name and title, and provide all of the reasons why the 1998 data were discarded.
- b) Provide the 1998 data for preprint inserts.
- c) Explain why data for *inserts* are not available for 1999 and 1998, yet quarterly newspaper advertising expenditures for these years have been published.
- d) State whether quarterly newspaper advertising expenditure data is collected separately from information about insert volumes.
- e) Confirm that quarterly newspaper advertising expenditures for 1998, 1999, and 2000 1(p) are available through the NAA's website at <http://www.naa.org/marketscope/QuarterlyTotals-new.htm>. If not confirmed, please provide the correct website address for quarterly newspaper advertising expenditures.
- f) Confirm that Attachment 1 to this interrogatory contains an accurate summary of the NAA's information on quarterly newspaper advertising expenditures. If not confirmed, state what Attachment 1 contains.
- g) If subpart (f) is confirmed, attach a copy of Attachment 1 to this response.
- h) If subpart (f) is not confirmed, provide the correct copy of quarterly newspaper advertising expenditures on the NAA website.
- i) Confirm the authenticity of the NAA press release, which is marked as Attachment 2 to this response.



USPS/NAA-2  
Attachment 1

QUARTERLY NEWSPAPER ADVERTISING EXPENDITURES									
		NATIONAL		RETAIL		CLASSIFIED		TOTAL	
Year	Quarter	\$Millions	%Change	\$Millions	% Change	\$Millions	%Change	\$Millions	%Change
2000	1(p)	1,821.930	18.7%	4,609.030	0.5%	4,386.880	6.7%	10,817.840	5.7%
	2(p)								
	3(p)								
	4(p)								
1999	1(p)	1,534.90	12.60%	4,586.10	4.50%	4,111.40	3.80%	10,232.40	5.40%
	2(p)	1,792.35	17.40%	5,106.80	1.80%	4,443.97	4.00%	11,343.11	4.90%
	3(p)	1,624.39	17.90%	5,096.89	2.90%	4,600.11	4.50%	11,321.38	5.50%
	4(p)	1,780.40	22.50%	6,117.10	2.42%	5,494.04	4.95%	13,391.54	5.77%
1998	1	1,363.00	10.20%	4,389.90	4.90%	3,959.80	10.60%	9,712.63	7.90%
	2	1,526.70	8.70%	5,016.50	6.80%	4,275.10	7.00%	10,818.33	7.10%
	3	1,378.00	6.20%	4,951.80	5.60%	4,403.70	5.60%	10,733.54	5.70%
	4	1,453.40	5.70%	5,972.70	5.30%	5,234.90	4.10%	12,660.92	4.90%
1997	1	1,236.70	12.20%	4,184.20	5.60%	3,579.60	10.50%	9,000.44	8.40%
	2	1,404.60	13.90%	4,698.30	4.70%	3,995.10	12.50%	10,098.00	9.50%
	3	1,297.30	12.90%	4,689.50	5.90%	4,170.40	10.80%	10,157.31	8.80%
	4	1,375.60	16.20%	5,670.50	3.60%	5,027.70	11.50%	12,073.85	8.20%
1996	1	1,101.80	7.00%	3,960.70	0.40%	3,240.80	10.00%	8,303.27	4.80%
	2	1,232.80	6.50%	4,486.30	0.50%	3,550.10	9.70%	9,269.12	4.70%
	3	1,148.70	18.00%	4,426.60	3.50%	3,763.50	10.70%	9,338.76	7.90%
	4	1,183.40	8.50%	5,470.40	1.10%	4,510.30	8.50%	11,163.98	4.70%
1995	1	1,029.80	2.70%	3,945.00	4.40%	2,946.90	13.10%	7,921.66	7.30%
	2	1,157.20	3.60%	4,464.20	4.10%	3,235.40	8.30%	8,856.79	5.50%
	3	973.5	-0.60%	4,278.90	0.50%	3,400.60	8.70%	8,652.95	3.40%
	4	1,090.60	3.80%	5,411.40	4.60%	4,158.70	11.20%	10,660.72	7.00%
1994	1	1,003.20	8.20%	3,777.60	3.50%	2,604.60	9.10%	7,385.43	6.10%
	2	1,117.10	4.80%	4,287.00	2.20%	2,988.70	12.30%	8,392.76	5.90%
	3	979	10.80%	4,258.90	4.90%	3,129.40	12.30%	8,367.25	8.20%
	4	1,050.20	7.70%	5,172.20	4.40%	3,741.40	12.60%	9,963.76	7.70%
1993	1	927.4	-3.10%	3,648.40	6.90%	2,387.20	4.90%	6,963.00	4.80%
	2	1,066.10	0.00%	4,193.80	3.40%	2,661.80	1.50%	7,921.79	2.30%
	3	883.9	-3.30%	4,061.80	5.60%	2,786.00	3.10%	7,731.61	3.60%
	4	975.4	8.90%	4,955.00	4.90%	3,322.30	5.10%	9,252.91	5.30%
1992	1	956.9	0.00%	3,412.40	-2.70%	2,276.00	0.90%	6,645.31	-1.10%

	2	1,066.50	0.10%	4,055.40	0.30%	2,623.30	2.30%	7,745.16	0.90%
	3	914.4	-2.20%	3,848.00	1.70%	2,702.20	0.70%	7,464.63	0.90%
	4	895.9	-7.40%	4,725.60	4.90%	3,162.10	2.60%	8,783.69	2.70%
1991	1	956.5	-0.80%	3,507.60	-8.40%	2,256.50	-9.40%	6,720.58	-7.80%
	2	1,065.10	+1.90%	4,041.80	-7.60%	2,565.30	-9.70%	7,672.28	-7.60%
	3	934.8	+2.50%	3,782.30	-5.80%	2,684.30	-8.90%	7,401.35	-6.60%
	4	967.2	-13.20%	4,507.00	1.70%	3,080.50	-4.50%	8,554.74	-2.50%
1990	1	963.9	7.80%	3,830.20	6.00%	2,491.80	-11.30%	7,285.82	-0.40%
	2	1,085.70	44.70%	4,373.60	-3.20%	2,841.30	-5.40%	8,300.60	0.40%
	3	958.6	27.40%	4,016.80	1.10%	2,947.20	-5.00%	7,922.68	1.20%
	4	1,114.00	32.40%	4,431.30	-7.30%	3,226.10	-3.10%	8,771.44	-2.00%
1989	1	894.5	1.70%	3,611.70	4.80%	2,810.40	2.40%	7,316.55	3.50%
	2	750.1	-18.40%	4,518.30	16.00%	3,002.50	-5.20%	8,270.93	3.60%
	3	752.6	-13.20%	3,972.20	6.20%	3,103.90	3.00%	7,828.74	2.70%
	4	841.3	-8.50%	4,782.50	0.50%	3,328.10	17.00%	8,951.86	5.10%
1988	1	879.2	6.00%	3,447.60	4.60%	2,745.30	10.80%	7,072.03	7.10%
	2	919.5	-2.20%	3,894.90	1.70%	3,168.00	12.80%	7,982.28	5.30%
	3	867.3	4.50%	3,741.20	4.40%	3,014.40	6.80%	7,622.92	5.30%
	4	919.8	2.90%	4,756.40	5.20%	2,843.60	10.20%	8,519.85	6.60%
1987	1	829.7	2.20%	3,294.80	8.30%	2,478.80	16.40%	6,603.32	10.40%
	2	940.2	3.70%	3,828.50	7.90%	2,809.40	15.60%	7,578.07	10.00%
	3	830.3	8.50%	3,583.70	6.90%	2,823.00	15.10%	7,236.99	10.20%
	4	893.9	0.30%	4,519.60	3.40%	2,579.90	12.60%	7,993.35	5.90%
1986	1	812	1.30%	3,041.30	1.40%	2,129.80	8.10%	5,983.04	3.70%
	2	907	6.80%	3,548.30	7.80%	2,430.30	10.10%	6,886.07	8.50%
	3	765.3	0.60%	3,352.60	7.00%	2,451.80	11.90%	6,569.71	7.90%
	4	891.3	-5.20%	4,369.10	8.70%	2,290.20	14.10%	7,550.53	8.40%
1985	1	801.3	12.80%	2,998.70	7.90%	1,969.50	14.20%	5,769.47	10.70%
	2	849.5	7.20%	3,290.60	1.00%	2,207.00	9.80%	6,347.05	4.70%
	3	760.9	8.80%	3,134.50	4.30%	2,191.60	7.30%	6,086.94	5.90%
	4	940.3	6.90%	4,019.10	7.40%	2,007.60	6.80%	6,966.96	7.20%
1984	1	710.1	7.90%	2,779.40	10.40%	1,724.20	32.10%	5,213.68	16.40%
	2	792.3	11.70%	3,258.80	11.80%	2,009.60	31.70%	6,060.62	17.70%
	3	699.6	15.60%	3,004.80	7.70%	2,043.30	28.20%	5,747.78	15.20%
	4	879.4	-15.60%	3,741.00	3.40%	1,880.10	18.90%	6,500.56	9.00%
1983	1	657.9	6.50%	2,516.50	13.00%	1,305.70	16.70%	4,480.16	13.00%
	2	709.6	6.00%	2,915.40	10.90%	1,525.80	24.30%	5,150.69	13.80%
	3	605.4	21.70%	2,789.90	15.10%	1,593.60	26.40%	4,988.91	19.30%
	4	760.9	14.00%	3,619.50	16.30%	1,581.30	27.10%	5,961.77	18.70%

1982	1	617.8	13.20%	2,226.30	11.40%	1,119.20	2.80%	3,963.19	9.10%
	2	669.5	9.30%	2,628.60	6.50%	1,227.90	2.90%	4,525.97	5.90%
	3	497.4	-2.40%	2,423.90	4.50%	1,261.10	3.90%	4,182.44	3.40%
	4	667.2	13.00%	3,110.90	7.30%	1,243.80	14.40%	5,021.92	9.70%
1981	1	545.7	21.30%	1,998.40	11.30%	1,089.10	9.10%	3,633.12	12.00%
	2	612.4	20.50%	2,467.40	20.20%	1,193.40	14.80%	4,273.14	18.70%
	3	509.8	12.30%	2,320.60	11.40%	1,213.80	10.50%	4,044.21	11.20%
	4	590.5	7.10%	2,899.60	8.40%	1,087.20	0.20%	4,577.29	6.20%
1980	1	449.8	17.00%	1,796.20	14.20%	998.6	9.60%	3,244.66	13.10%
	2	508.1	13.00%	2,053.30	8.50%	1,039.80	-4.00%	3,601.27	5.10%
	3	453.8	6.30%	2,083.30	6.60%	1,098.90	-4.90%	3,636.04	2.80%
	4	551.2	8.30%	2,676.10	10.30%	1,084.70	-1.20%	4,312.03	6.90%
1979	1	384.3	13.20%	1,572.30	9.40%	911	21.90%	2,867.71	13.60%
	2	449.8	9.90%	1,893.00	8.90%	1,083.60	13.90%	3,426.31	10.60%
	3	426.8	25.10%	1,954.30	16.40%	1,155.60	18.50%	3,536.67	18.10%
	4	509.1	12.90%	2,425.40	11.80%	1,097.80	12.60%	4,032.30	12.10%
1978	1	339.4	7.80%	1,437.00	13.50%	747.6	19.50%	2,524.05	14.40%
	2	409.3	8.50%	1,737.60	15.10%	951.4	21.20%	3,098.31	16.00%
	3	341.3	-1.60%	1,678.40	11.70%	975	20.00%	2,994.69	12.50%
	4	451	4.20%	2,169.90	10.60%	975	19.60%	3,595.94	12.00%
1977	1	314.8	8.70%	1,266.60	8.20%	625.7	13.00%	2,207.16	9.60%
	2	377.2	11.20%	1,509.70	9.20%	784.8	16.70%	2,671.60	11.60%
	3	347	11.60%	1,502.30	9.80%	812.6	17.50%	2,661.87	12.30%
	4	433	7.60%	1,962.50	12.30%	814.9	18.00%	3,210.38	13.00%
1976	1	289.6	17.40%	1,170.10	12.80%	553.8	17.60%	2,013.43	14.70%
	2	339.1	18.10%	1,382.70	13.50%	672.5	22.50%	2,394.29	16.50%
	3	310.8	27.30%	1,367.90	15.00%	691.3	22.40%	2,369.95	18.60%
	4	402.6	21.70%	1,747.30	14.90%	690.4	20.20%	2,840.33	17.10%
1975	1	246.7	2.00%	1,037.30	7.20%	470.8	-2.20%	1,754.70	3.80%
	2	287.2	-1.40%	1,218.70	8.20%	549	-6.20%	2,054.97	2.60%
	3	244.2	-4.30%	1,189.50	7.90%	564.8	-2.90%	1,998.46	3.10%
	4	330.9	4.60%	1,520.50	11.30%	574.4	9.30%	2,425.87	9.90%
1974	1	241.9	4.60%	967.8	8.90%	481.4	1.30%	1,691.20	6.00%
	2	291.4	3.80%	1,126.70	5.80%	585.5	2.00%	2,003.69	4.40%
	3	255.3	3.70%	1,102.30	5.70%	581.5	-0.60%	1,939.11	3.50%
	4	316.4	8.80%	1,366.20	9.40%	525.5	-4.90%	2,208.01	5.50%
1973	1	231.2	1.70%	888.4	5.40%	475.4	17.20%	1,595.01	8.10%

	2	280.7	0.70%	1,065.10	9.50%	574	16.70%	1,919.89	10.10%
	3	246.2	1.80%	1,042.70	9.90%	585.1	12.80%	1,874.02	9.60%
	4	290.8	-7.40%	1,248.70	4.10%	552.5	11.20%	2,092.08	4.10%
1972	1	227.3	11.90%	843.2	12.20%	405.7	15.40%	1,476.09	13.00%
	2	278.7	4.10%	972.71	1.40%	491.8	16.60%	1,743.18	11.60%
	3	241.9	7.40%	948.71	0.60%	518.9	18.20%	1,709.45	12.30%
	4	314.2	13.80%	1,199.50	10.80%	496.7	18.90%	2,010.28	13.20%
1971	1	203.2	1.80%	751.3	5.20%	351.5	-4.30%	1,305.89	1.90%
	2	267.6	9.40%	873.2	5.60%	421.7	3.20%	1,562.48	5.60%
	3	225.2	14.20%	858	8.30%	439.1	11.50%	1,522.35	10.00%
	4	276	10.50%	1,082.60	13.00%	417.7	19.00%	1,776.28	13.90%

(p): Preliminary estimates

Last Update: June 2000

Source: Market and Business Analysis, NAA

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## About NAA

### Ad Spending In Newspapers Up 5.7 Percent In 1st Quarter 2000

*Up 18.7 percent, national advertising has largest quarterly percentage*

#### NEWS RELEASE

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Vienna, Va. – Newspaper advertising expenditures for the first quarter of 2000 totaled \$10.8 billion, an increase of 5.7 percent over the same period last year, according to the Newspaper Association of America.

National advertising continued to surge in the first quarter, with a gain of 18.7 percent, reaching \$1.8 billion, its largest quarterly percentage gain since 1983. First-quarter numbers show retail up 0.5 percent to \$4.6 billion and classified up 6.7 percent to \$4.4 billion ([see attached table](#)).

"The continuing and phenomenal growth in national advertising this year is a strong testimonial to advertisers' faith in the selling power and brand-building of newspapers," said NAA President and CEO John F. Sturm. "Newspapers are working hard to become easier to do business with, and our progress is evidenced in these numbers."

Within the classified category in the first quarter, automotive was \$1.1 billion, up 7.6 percent over the same time period last year; real-estate advertising dipped 4 percent to \$667 million; recruitment grew 11.7 percent to \$2 billion; and all other classified ads gained 1.7 percent to \$556 million.

"The jump in recruitment advertising growth this quarter is another demonstration of this


industry's strength," said NAA Vice President/Market and Business Analysis Jim Conaghan. "Despite speculation about the impact of the Internet in this volatile category, the printed newspaper continues to be the central marketplace for recruitment advertisers."

NAA is a nonprofit organization representing the \$57-billion newspaper industry and more than 2,000 newspapers in the U.S. and Canada. Most NAA members are daily newspapers, accounting for 87 percent of the U.S. daily circulation. Headquartered in Tysons Corner (Vienna, Va.), the Association focuses on six key strategic priorities that affect the newspaper industry collectively: marketing, public policy, diversity, industry development, newspaper operations and readership (added February 1999). Information about NAA and the industry may also be found at the Association's World Wide Web site on the Internet ([www.naa.org](http://www.naa.org)).

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CERTIFICATE OF SERVICE

I hereby certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the Rules of Practice.

  
\_\_\_\_\_  
Anthony Alverno

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August 11, 2000