

BEFORE THE  
POSTAL RATE COMMISSION  
WASHINGTON, D.C. 20268-0001

RECEIVED

AUG 25 12 21 PM '00

Postal Rate and Fee Changes, 2000

Docket No. R2000-1

**NEWSPAPER ASSOCIATION OF AMERICA  
INSTITUTIONAL RESPONSE TO INTERROGATORY OF  
UNITED STATES POSTAL SERVICE (USPS-NAA-1-2)**

**August 25, 2000**

The Newspaper Association of America hereby provides the attached institutional responses to the interrogatories of the United States Postal Service (USPS/NAA-1 and 2) filed on August 11, 2000.

Respectfully submitted,

NEWSPAPER ASSOCIATION OF AMERICA

Robert J. Brinkmann  
NEWSPAPER ASSOCIATION OF AMERICA  
529 14th Street, N.W.  
Suite 440  
Washington, D.C.  
(202) 638-4792

By: William B. Baker  
William B. Baker  
WILEY, REIN & FIELDING  
1776 K Street, N.W.  
Washington, DC 20006-2304  
(202) 719-7255

**CERTIFICATE OF SERVICE**

I hereby certify that I have this date served the instant document on all participants of record in this proceeding in accordance with section 12 of the Rules of Practice.

August 25, 2000

William B. Baker  
William B. Baker

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

## **RESPONSE**

- (a) Confirmed
- (b) Done
- (c) N/A
- (d) The NAA survey did not define these terms. Nor is there any formal industry definition. Accordingly, in responding to our survey, each newspaper defines these terms as it sees fit, and does not provide the definition that it uses to NAA.

Generally speaking, however, retail advertising is advertising from stores located in the local market. Generally speaking, national advertising is advertising received from national manufacturers.

With this in mind, the definitions for the Newspaper Preprint Insert Volume Table (<http://www.naa.org/marketscope/databank/nppvvolume.htm>) are as follows:

- (i) Total Retail is the projected number of insert pieces in U.S. daily and Sunday newspapers for the calendar year defined as retail by the newspapers in the survey sample.
- (ii) Total Retail Sunday is the projected number of insert pieces in U.S. Sunday newspapers for the calendar year defined as retail by the newspapers in the survey sample.
- (iii) Total Retail Daily is the projected number of insert pieces in U.S. daily newspapers for the calendar year defined as retail by the newspapers in the survey sample.
- (iv) Total National is the projected number of insert pieces in U.S. daily and Sunday newspapers for the calendar year defined as national by the newspapers in the survey sample.
- (v) Total National Sunday is the projected number of insert pieces in U.S. Sunday newspapers for the calendar year defined as national by the newspapers in the survey sample.

- (vi) Total National Daily is the projected number of insert pieces in U.S. daily newspapers for the calendar year defined as national by the newspapers in the survey sample.
- (vii) Grand Total is the projected number of insert pieces in U.S. daily and Sunday newspapers for the calendar year which includes Retail and National, daily and Sunday.
- (viii) Grand Total Sunday is the projected number of insert pieces in U.S. Sunday newspapers for the calendar year which includes Retail plus National for Sunday newspapers.
- (ix) Grand Total Daily is the projected number of insert pieces in U.S. daily newspapers for the calendar year which includes Retail plus National for daily newspapers.
- (x) Full Run is the projected number of insert pieces in U.S. daily and Sunday which run in all zones distributed by the newspapers in the survey sample.
- (xi) Partial Run is the projected number of insert pieces in U.S. daily and Sunday which are distributed only in a subset of all the zones by the newspapers in the survey sample.

USPS/NAA-1 Attachment 1

| Newspaper Preprint Insert Volume Estimates |                       |               |               |               |              |               |               |
|--|-----------------------|---------------|---------------|---------------|--------------|---------------|---------------|
| U.S. Daily Newspapers                      |                       |               |               |               |              |               |               |
| Projected Circulation (In Billions)        |                       |               |               |               |              |               |               |
| Year                                       |                       | Full Run      | % change      | Partial Run   | % change     | Total         | % change      |
| 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> | <b>n/a</b>   | <b>7.790</b>  | <b>n/a</b>   | <b>25.493</b> | <b>n/a</b>   |
|      | 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>  | <b>n/a</b>   | <b>0.731</b>  | <b>n/a</b>   | <b>4.473</b>  | <b>n/a</b>   |
|      | 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> | <b>n/a</b>   | <b>8.521</b>  | <b>n/a</b>   | <b>29.966</b> | <b>n/a</b>   |
|      | 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)



©1999 Newspaper Association of America. All rights reserved.

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. 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/Quarterly Totals-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.

#### **RESPONSE**

- (a) The 1998 data were incomplete and therefore unusable for reliable projections for the 1998 calendar year. The number of responding newspapers were approximately 100 fewer than the level that NAA believes is necessary for a reasonable projection. In addition, a number of the newspapers that did respond did not answer all of the questions on

the survey. These omissions would further have impaired the development of a reasonable estimate. Accordingly they were not found suitable as a basis for projecting the estimated volumes, although they were not physically destroyed.

Instead of sending an additional mailing, NAA decided that the best way to receive improved responses would be to gather data for a representative sample of newspapers for the calendar year 1998 during the annual effort gather 1999 data. That survey was conducted throughout the spring and summer of 2000 and will be available by September, 2000.

This decision was made by James Conaghan, Vice President, Market & Business Analysis, NAA.

- (b) Objection filed.
- (c) Insert piece volume data is gathered only annually via a specific survey instrument. In contrast, quarterly data on advertising expenditures is gathered via a different, quarterly survey in which preprint data is already lumped into the appropriate retail and national categories by the survey respondents, and is not identified separately by the respondents.
- (d) See (c) above.
- (e) Quarterly newspaper ad expenditure data is available at <http://www.naa.org/marketscope/QuarterlyTotals-new.htm>.
- (f) Confirmed.

- (g) Done.
- (h) Not applicable
- (i) Confirmed. Note that by far the slowest rate of growth (0.5 percent) reported in the press release was for retail advertising, for which saturation mailers compete more directly with newspapers.

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%   | 3,400.80   | 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%   | 7,822.92 | 5.30%  |
|      | 4 | 919.8    | 2.90%   | 4,756.40 | 5.20%  | 2,843.60 | 10.20%  | 8,519.65 | 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 | 6.10%   | 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    | 12.60%  | 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%  | 3,833.12 | 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% | 3,096.31 | 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 | 267.2 | -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% | 1,998.48 | 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

Email: [robem@naa.org](mailto:robem@naa.org)

**Return to the MarketScope Home Page**

©2000 Newspaper Association of America. All rights reserved.



Newspaper Benefits  
How to Join  
Info Center  
Federations  
Products & Services  
Conferences  
Staff Directory  
About NAA



## About NAA

---

USPS / NAA - 2

A Hachmont 2

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

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

---

#### NEWS RELEASE

Debra Gersh Hernandez  
Director of Public Relations (703) 902-1737  
E-mail: [gersh@naa.org](mailto:gersh@naa.org)

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)).

©2000 Newspaper Association of America.  
All rights reserved.