Methods for Measuring Advertising

PURPOSE: To ensure advertising is measured correctly, accurately across acceptance sites.

WHO: Acceptance personnel at original entry Post Offices

Three (3) Methods of Measuring Advertising
These methods cannot be combined when measuring a single publication.

1. Page Measurement

   a. Count all pages to arrive at the total number of pages in the publication.

   b. Count all full advertising pages, half pages, and quarter pages.

   c. Add the advertising pages to find the total number of ad pages in the publication.

   d. Divide the total number of advertising pages by the total pages in the publication to arrive at the percentage of advertising.

2 Column Inch

   a. Examine the publication and pick a page with the standard number of columns. (4 pages with 3 columns, 2 pages with 6 columns, 12 pages with 4 columns. A page with 4 columns would be selected.)

   b. Measure the length of the printed surface of a column on that page and multiply this number by the number of columns on the page. This establishes the number of column inches per page.

   c. Count the number of pages in the publication.

   d. Multiply the number of column inches per page by the number of pages in the publication. This is the total inches in the publication.

   e. Measure the length of each advertisement on every page of the publication. Some ads occupy multiple columns. (A 4 inch ad that occupied 3 columns would represent 12 column inches.)

   f. Add all advertising inches for the total advertising inches in the publication.

   g. Divide total advertising inches by total inches to arrive at the total advertising percent for the publication.

3 Square Inch

     a. Examine the publication and find a page with the standard number of columns.

     b. Measure the length and width of each columns and multiply the length by the width to determine the total square inches on a page.

     c. Multiply the total square inches on the page by the number of pages to establish the total square inches in the publication.

     d. Measure the length and width of the advertising on each page and multiply the length by the width of each advertisement.

     e. Repeat this process on each page and add the total advertising inches in the publication to calculate the total advertising.

     f. Divide the total advertising inches by the total inches in the publication.

CHANGE HISTORY LOG

DATE	DOCUMENT SECTION	CHANGE	EFFECTIVE DATE
09/25/2012	New Job Aid	Job Aid to be introduced in October 2012	October 2012