

**ADVERTISING QUESTIONNAIRE**

OSP 141 (REV. 12/2001)

To help us obtain advertising for your publication, we need information on the distribution, frequency and readership. Please complete this questionnaire and return it to your Office of State Publishing (OSP) Advertising Representative.

Important Note: OSP will assist and advise you in finding potential advertisers, but the final determination on the appropriateness of each advertiser belongs to the agency.

**If this publication has been printed before, attach a sample to this Questionnaire.**

**I. THE PUBLICATION**

A. PUBLICATION NAME		B. WHEN AND HOW OFTEN PRINTED		G. CIRCULATION ( <i>Quantity circulated</i> )	
C. SIZE			D. PAPER STOCK		
E. INK COLORS			F. BINDING		
H. HOW IS IT DISTRIBUTED?	SOLD	a. HOW, AND IN WHAT QUANTITY ( <i>Subscription, in stores, etc.</i> )		b. WHERE, AND IN WHAT QUANTITY ( <i>In sporting goods stores, at Planned Parenthood, etc.</i> )	
	GIVEN AWAY	a. HOW, AND IN WHAT QUANTITY ( <i>Subscription, in stores, etc.</i> )		b. WHERE, AND IN WHAT QUANTITY ( <i>Sent with driver's license, with income tax package</i> )	
I. THE PUBLICATION IS					
<input type="checkbox"/> KEPT FOR REFERENCE		<input type="checkbox"/> DISCARDED AFTER READING		<input type="checkbox"/> PASSED ALONG TO OTHERS	
J. ANY ADDITIONAL INFORMATION					

**II. TARGET MARKET OF THE PUBLICATION-DEMOGRAPHICS / PSYCHOGRAPHICS (*Who will be reading it*)**

A. AGE ( <i>Breakdown by %</i> )					
<input type="checkbox"/> UNDER 18 _____ %	<input type="checkbox"/> 18 - 24 _____ %	<input type="checkbox"/> 25 - 34 _____ %			
<input type="checkbox"/> 35 - 49 _____ %	<input type="checkbox"/> 59 - 65 _____ %	<input type="checkbox"/> OVER 65 _____ %			
B. SEX ( <i>Breakdown by %</i> )					
<input type="checkbox"/> MALE _____ %	<input type="checkbox"/> FEMALE _____ %				
C. HOUSEHOLD INCOME ( <i>Breakdown by %</i> )					
<input type="checkbox"/> LESS THAN \$25,000 _____ %	<input type="checkbox"/> \$25,000-\$34,999 _____ %	<input type="checkbox"/> \$35,000-\$44,999 _____ %	<input type="checkbox"/> \$45,000-\$59,999 _____ %		
<input type="checkbox"/> \$60,000-\$74,999 _____ %	<input type="checkbox"/> \$75,000-\$99,999 _____ %	<input type="checkbox"/> OVER \$99,999 _____ %			
D. GEOGRAPHY ( <i>Breakdown by %</i> )					
<input type="checkbox"/> INSIDE CALIFORNIA _____ %	<input type="checkbox"/> OUTSIDE CALIFORNIA _____ %				
<input type="checkbox"/> NORTHERN CALIFORNIA _____ %	<input type="checkbox"/> SOUTHERN CALIFORNIA _____ %				
<input type="checkbox"/> CITY _____ %	<input type="checkbox"/> SUBURBAN _____ %	<input type="checkbox"/> RURAL _____ %			
E. LIST SOME OF THE INTERESTS / HOBBIES OF THE PUBLICATION'S RECIPIENTS ( <i>Breakdown by %</i> )					

**Continue on reverse.**

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OSP 141 (REV. 12/2001) REVERSE

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### III. PROSPECTIVE ADVERTISERS

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A. LIST ANY EXISTING PARTNERSHIP WITH ONE OR MORE VENDORS WHO MAY WANT TO ADVERTISE IN THIS PUBLICATION

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B. LIST POTENTIAL ADVERTISERS, IF ANY

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C. LIST ADVERTISERS YOU BELIEVE ARE APPROPRIATE FOR THIS PUBLICATION

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D. LIST ADVERTISERS YOU BELIEVE ARE **NOT** APPROPRIATE FOR THIS PUBLICATION

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### IV. ADDITIONAL INFORMATION

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A. WHAT IS YOUR  
AGENCY'S  
MONETARY GOAL  
FOR THIS  
PUBLICATION?

1. INTERNAL COSTS TO PRODUCE

2. PRINTING COSTS

3. OTHER

B. WILL THIS PUBLICATION BE AVAILABLE ON

THE INTERNET

CD ROM

OTHER

C. NOTE ANY ADDITIONAL COMMENTS YOU BELIEVE WOULD BE HELPFUL IN CONTACTING OR SELLING ADVERTISERS OR THEIR ADVERTISING AGENCIES

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