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# Data Base Composition

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The Truck Tracks Data Base was developed as a statistical marketing information resource for truck industry marketers. It contains a wealth of specific information on each ad and the publications included in the data base.

**Advertiser Name:** The name of the Advertiser using the divisional reference ,when it provides a better means of identification.

**City, State:** Headquarters City & State information on the Advertiser.

**Advertiser Category:** This field identifies the Advertiser in terms of it's industry position, i.e., Truck OEM, Component Supplier, Oil Company, etc.

**Product Category:** The major category into which the advertised subject fits, i.e., Cab Interior, Suspension Components, Trailers, etc.

**Product:** Contains information on the actual product advertised in the specific magazine, for each record.

**Magazine Name:** Full name of the magazine in which an advertisement appears.

**Magazine Type:** Identifies the category in which the magazine is placed, i.e., Construction.

**Issue Date:** Date of magazine issue in MM/DD/YYYY format.

**Folio Size:** Total number of pages contained in the issue where the ad is placed.

**Ad Page Number:** The page number for the ad or starting page number for multi-page ads.

**Ad Status:** Regional, demographic or full run status of ad is shown in this field.

**Ad Format:** A brief description of the configuration of the ad, i.e., 1pg-4c, Spd- 4c, etc.

**Page Sizes:** Data base provides two fields for mixed page size increments.

**Page Units:** Two fields are maintained for tabulating units of mixed page size ads.

**Total Space:** Total accumulative space is shown for each insertion in a magazine.

**Page Rate:** Rate for each page unit is provided for in two fields.

**Color Rate:** Three fields are allocated for various color combinations for each ad.

**Premiums:** Any premium imposed for cover positions is included in the data base.

**Total Ad Cost:** Total ad cost is based on published one-time rates for each magazine. The final cost includes space, color and premiums. Regionals, demographics and inserts are pro-rated to give a uniform cost basis for these special ads.