



Newspaper Audience Databank Inc.

## NADbank 2010 STUDY RESOURCE MATERIAL ORDER FORM

<b>2010 Study Guide</b>	This book provides an overview of everything that the reader needs to know in order to best use the 2010 NADbank Study.
<b>2010 Executive Readership Summary</b>	This report provides a quick summary of printed and online readership for key demographic groups. It includes an all-markets summary profile of readership as well as the latest readership data for 82 Canadian daily newspapers in 53 individual markets available in the 2010 NADbank database.
<b>2010 Study: Customized charts for individual markets and newspapers</b>	Eight to ten charts will be available on the day that the readership study is released. This set of charts provides top line results for your newspaper and market. <i>(Note: these charts will be available at no cost for readership only member newspapers that were measured in the 2010 Study)</i>
<b>2010 Market Readership Tables</b>	Detailed readership data for the 53 daily newspapers in 26 markets measured in the 2010 Study. These tables will be available via the Internet and will replace the previous Etabs tables.
<b>Other NADbank Member Services</b>	NADbank offers members the following services: <ul style="list-style-type: none"> <li>➤ Executing computer runs, developing charts and presentations, preparing special category reports and analyses at a fee of \$85 per hour.</li> <li>➤ Presentations on what is available in the NADbank studies and how to use the information. NADbank offers these presentations to all our members through Webinars or face-to-face sessions at no cost.</li> </ul>

**TO ORDER, FAX OR EMAIL THIS COMPLETED FORM TO :**  
NADbank Inc. Client Services, Amy Leung (416) 923-4002/aleung@nadbank.com

No. of Copies	Price per Copy	Description of Item	Total Cost
	\$15.00	<b>2010 Study Guide</b>	
	\$15.00	<b>2010 Executive Readership Summary</b>	
	\$175.00	<b>2010 Study Customized Charts (available only to member newspapers)</b>	
	\$250.00	<b>2010 Market Tables (Web based Access)</b>	

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