Sales Person _____ Area _____ Below Advertsing with other print media

Date On form	Date Seen	Business	Date Sold	Not Sold #	Sent Size	SG Size	Herald Size	Exit 0 Size	Press Size	AS Size	Other Size

Key / Other Competitors: HT • 7M • SUN • BS • Shoppe • S. Scoop • TV • ACW • VT

Why Not Sold

1.) Perceived as largest & best 2.) Circulation for territory of papers
3.) Cover large area - Many papers 4.) Contract - No extras $ 5.) Price 6.) Color price
7.) Program or Special section 8.) Relationship 9.) Sales effort 10.) Mad at us 11.) Other