



Advertiser Satisfaction Survey

Newspaper Summary Report

Newspaper Rating Scores

Q3. Based upon your experiences with the newspaper in the past 12 months, please rate each of the following statements using a five-point scale.

Year: 2007
Market: Naples Daily News and its affiliated publications
Respondents: 471

Overall Score & Rank	75%	9 out of 14
	Top 2 Box Score*	Vs. Total Scripps Newspapers**
Newspaper in General	63%	11 out of 14
Is a good company to do business with	83%	11 out of 14
Provides products/programs that are a good fit for my advertising needs	79%	11 out of 14
Delivers results for my company that meet my budget and sales goals	55%	13 out of 14
Provides quality research, audit, and readership information to support its offers	57%	11 out of 14
Encourages Publisher, Editor and Sr. Execs to interact with advertisers	40%	8 out of 14
Sales Representative	83%	8 out of 14
Is courteous and professional	94%	8 out of 14
Understands my business goals and needs	87%	6 out of 14
Is easy to get a hold of	89%	8 out of 14
Responds to my requests efficiently and effectively	90%	7 out of 14
Provides information to help me make smart business/marketing decisions	83%	3 out of 14
Develops fact-based/complete/clear proposals appropriate for my company	78%	8 out of 14
Is knowledgeable about multiple products offered by the newspaper company	82%	12 out of 14
Presents me with multiple product solutions	74%	12 out of 14
Creatively solves problems	78%	7 out of 14
Displays good follow-up after my ad has run	72%	7 out of 14
Advertising Services/Production	78%	7 out of 14
Handles proofs, corrections and tearsheets efficiently	83%	6 out of 14
Makes ad support readily available	81%	6 out of 14
Gives me a high level of creative assistance when I ask for it	76%	7 out of 14
Has an easy-to-understand rate structure	72%	9 out of 14
Billing/Credit	69%	14 out of 14
Provides accurate, easy-to-understand invoices	65%	14 out of 14
Has reasonable credit policies	69%	14 out of 14
Handles billing problems efficiently	65%	14 out of 14
Office staff is helpful and professional	75%	14 out of 14

Note*: Percent of respondents choosing the top two scores, "Strongly Agree" and "Agree," for each category. Response scale: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree

Note**: The newspaper's ranking compared to all Scripps properties with sufficient responses. Lower is better.