

SA Lotteries AdNote Newsagent Survey, March 2012

Dear Newsagent,

As you would be aware, our newspapers from time to time carry Adnotes (post-it note style advertising) on the front page.

We are continually monitoring and looking to improve the quality of our newspapers for our readers and advertising clients and would greatly appreciate your assistance.

We have put together a short survey that we would appreciate you completing once you have received your copies of The Advertiser for Saturday 31st March 2012. The survey consists of five quick questions relating to the position and condition the Adnotes were in when you received your papers for distribution.

You can complete the online survey below OR you can print the attached PDF, complete it and fax it back on (08) 8206 3619.

OR you want to post the reply back, please send it to:

Phil Horwood
Advertiser Newspapers
GPO Box 1345
ADELAIDE SA 5001

Thank you very much for your assistance

Regards
Phil Horwood
Marketing Information Services
Advertiser Newspapers

1. Name of Newsagency

2. Newsagency postcode

3. Are there SA Lotteries AdNotes on the front page of today's paper, Saturday March 31? (select one)

- Yes, on all copies
- Yes, on most copies
- Yes, but less than half of my copies
- No

4. Where were most of the SA Lotteries AdNotes positioned on the front page of The Advertiser?

- Top Left Hand Side
- Top Right Hand Side
- Bottom Left Hand Side
- Bottom Right Hand Side
- Other (please specify)

5. Are the SA Lotteries AdNotes in good condition? (select one)

- Yes
- No (please describe the condition of the Adnote and approximately how many were affected)

Thanks very much for your help.