

**Ad Market Share Zone Creation Process**

Since you are much more familiar with your market than we are, we ask that you put together your zones for us.

Here is some information on how we’d like to see the zones created – the idea is just to break it out in logical, roughly equivalent groupings.

The first step is to break your market up into groups of zip codes. This allows for consistent data capture with enough data points to extrapolate estimates for the whole market.

Start by listing the full footprint of zips we are going to measure in the Ad Market Share Zone Creation Spreadsheet. Add the current USPS counts for active residential households. We can supply this if you don’t have it – just email help@jimhart.com with your footprint in an Excel spreadsheet.

Break this list into 10 approximately equal groups no smaller than 40,000 households each. If your market is smaller than 400,000 households, you will have fewer than 10 zones.

If there are natural boundaries like rivers, mountains, highways, go ahead and incorporate them into your zip code groupings. If you currently zone your TMC jacket or community weekly or the newspaper, go ahead and factor that into the process, as long as you wind up close to the parameters above. The zones should each consist of contiguous zips.

Add a column to the spreadsheet listing your zips and household counts that tells us which zone each zip is in. You can use numbers, letters or names to identify the zones.