

NORWEGIAN NEWSPAPERS' ITEMS OF INFORMATION

Tlf. / Faks.	= Telephone number / Telefax number	Annonsemateriell	= Ad materials
Hjemmeside	= Internet home page	Oppbev.tid	= Amount of time ad material is stored
Postadresse	= Shipping address	Tekniske opplysninger	= Technical information
Besøksadresse	= Visiting address	Spaltebredde, tekst	= Column width, editorial pages
Epost	= Email address	Spaltebredde, rubrikk	= Column width, classified pages
Bankgiro	= Bank account number	Spaltehøyde	= Column height
Klassifisering	= Classification – into 5 groups:	Antall spalter	= Number of columns
Rikkspredd nyhetsavis	= National newspaper for news in general	Rasterlinjer	= Screen ruling
Nisjeavis	= National newspaper for a specific market segment	Plassering	= Placement
Storby dagsavis	= Daily newspaper issued in one of the four largest cities	Fargetillegg mm-priser	= Additional colour charges per millimeter
Lokal dagsavis	= Daily newspaper issued elsewhere	Fargetillegg modul-priser	= Additional colour charges per module
Annen lokalavis	= Newspaper with four or less issues per week	Annonsesider	= Ordinary ad pages and classified
Undertype	= Subtype, used for some of the groups:	Tekstsider	= Editorial pages
Alene	= The only local newspaper	Helsidepriser	= Full page rates
Nr.1	= The largest local newspaper	Annonsepriser eks. mva.	= Advertising rates (VAT not included)
Nr.2	= Not the largest local newspaper	Gyldig f.o.m / t.o.m	= Valid from / to (inclusive)
Utgivelser pr uke	= Number of issues per week	Prissett	= Rate card; price list
Utgivelsesdager	= Which weekdays issued (1: Monday, 2: Tuesday, ..)	4f inkl.	= Colour charges are included in base price
Utgivelsestidspunkt	= M: Morning paper F: Midday paper A: Evening paper	Stilling ledig	= Career opportunities
Etablert	= Year founded	Boligmarked	= Housing market
Målform	= Language: B: Standard Norwegian N: New Norwegian S: Lapp	Innstikk	= Inserts
Godkjent opplag	= Certified total circulation	Rabatter	= Discounts
Herav løssalg	= Single copy sales	Gangerabatt	= Repeat insert discount
Lesertall F&M	= Total readership	Administrasjon	= Management
Distribusjon	= Method of distribution B: Carriers P: Post L: Single copy sales	Abonnement	= Circulation
Format	= T: Tabloid F: Broadsheet	Ann. Avdeling	= Advertising department
Abonnementspris/år	= Price of one year subscription	Rubrikkannonser	= Classified ads
Løssalg pr eks.	= Newsstand price per copy	Byråannonser	= Ads from professional advertisers
Siviltrykk	= Commercial printer	Redaksjon	= Editorial department
Eierforhold	= Ownership	Tidsfrister	= Advertising deadlines
Største eiere over 20%	= Biggest shareholders (> 20%)	Bestilling	= Ad order
Annonsefellesskap	= Syndicated newspaper advertising	Avbestilling	= Ad order cancellation
Sentrale personer	= Management	Fargemuligheter	= Colour printing capabilities
Daglig leder	= Manager	Formatbegrensninger	= Limitations on advertising space
Ansv. redaktør	= Editor-in-chief	Annonsefri	= Ads not allowed
Markedssjef	= Marketing manager	Spredning	= How the circulation is distri- buted (in geographical areas)
Annonseansvarlig	= Advertising sales manager	Husstander	= Number of households (in a specific area)
Opplagsansvarlig	= Circulation sales manager	Kommune	= County. Norway consists of approx. 440 such counties
Økonomiansvarlig	= Financial manager	Økonomisk region	= Economic region (a unit made up of a number of counties)
Ann. matr. byrå	= Ad materials from professional advertisers	Fylke	= Administrative unit con- sisting of a number of eco- nomic regions. There are 19 Fylke in Norway
Trykkerisjef	= Printing plant manager	Landsdel	= Loosely: Part of the country