

Potential Advertiser Product Categories

Arranged by Dewey Decimal and Library of Congress classifications

This is by no means an exhaustive list; these are some of the most common product categories advertised today.

Library Classifications (Dewey and LOC)	Advertiser Product Category
000; A; Q; P; Z	Computers; Telecommunication services;* Communications
100; B; H	Novelty Gifts; Counseling Services: Grief/Addiction/Depression; Cemetery and Memorial Services
200; B	Religious Activities; Charities; Religious Bookstores
300 H; K; L	Financial and Legal Services;* Insurance;* Schools
400; P	Language Instruction
500; Q; T	Automobile;* Museums
600; H; K, R, S, T	Medical services; Diet/Nutrition; Food Services* (Fast and Grocery); Restaurants;* Accounting and Business Services; Personal Care Products and Services;* Home Repair Services; Home Construction and Landscaping Services*
700, A; G, M, N, T	Media; Arts & Crafts; Sports
800; P	Book Stores; Office Supplies
900; D, G	Travel Services*

* Among the top ten advertising categories from January to June 2014, as determined by [Kantar Media reports](#).

Notice how many categories might have multiple sponsors? To limit the number of advertisements you display at once, and to make sure you don't run two competitors' ads at the same time, you could have a version of an ROS schedule, rotating all your sponsors at end caps among all of these categories.

Homework

1. Complete the location audit.
2. Transfer each location's CPM to the different classification areas on this table.
3. Calculate your average CPM for an average, and compare each individual CPM to the average to see strong and weak areas.
4. Use this information as you seek sponsorship. Depending on your goals, you can start sponsorship sales slowly, only going after specific sponsors in strong areas. If your area is sponsor-rich and you want to start using ROS, you have your average CPM.