

LRS-3

remaining in any particular issue after pharmaceutical and other journal advertising are accounted for. Pages so counted are those devoted to articles, papers, indices, announcements, tables of contents, classified advertising, and other pages not otherwise counted in either of the other two categories.

The term "other journal advertising", is used to account for non-medical trade advertising such as advertising copy promoting soaps, coffee, soft drinks, foods, and other similar products. Also included in this category are advertisements for medical devices and instrumentation, books, educational opportunities and courses, employment opportunities except when they involve placement bureaus, and other service promotions. Institutional promotions, even for manufacturers whose products may be otherwise included in the detailed survey, are also shown in this category.

The term "pharmaceutical advertising" is intended to apply to prescription-legend drug products and to certain non-legend or over-the-counter items, including for example certain antacids, topical preparations, and so on. Vitamin products and certain contraceptive agents are also identified in this category. Persons desiring to limit the detailed data to prescription-legend items only could do so simply by eliminating other products in the detailed analysis and by adding the number of pages for such products to the category of "other journal advertising."

For the purpose of this study, any page which contains a commercial advertisement is considered a page of advertising, rather than a journal page. And, where two or more commercial advertisements are found on the same page, each is counted as a distinct page of advertising. This apportionment of advertising pages, however, does not alter substantially the conclusions from the survey, since the overwhelming majority of commercial advertisements are full-page promotions. To further test the validity of this method, a comparison was made between the results of the American Medical Association's own study of advertising-to-editorial page ratio in their Journal with the results of this survey for the same time period. In a report found in the Journal, the following statement was made:^{1/}

The editorial-to-advertising pages ratio was

^{1/} Journal of the American Medical Association, Vol. 202, No. 1, October 2, 1967.