

Date	Size	Area	Subject matter	Subject Matter (secondary)	On Campus or off Campus location	Type of information
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Heading

Date
 Size
 Area
 Subject Matter
 Subject Matter (Secondary)
 On Campus or Off Campus location
 Type of information

Meaning

Date at which ad appeared (if applicable)
 Length and width of the advertisement in cm
 In cm squared
 The predominant feature of the advertisement
 The secondary feature of the advertisement (if applicable)
 Whether the food outlet advertised is on or off campus
 Coupon, advertisement, or article