

Close zoning (issue situation)

Shenbao, 1949, Jan 1 (14p)

KEY TO THE ZONING MAPS



Restricted zone (no ads)

SITUATION IN THE ISSUE

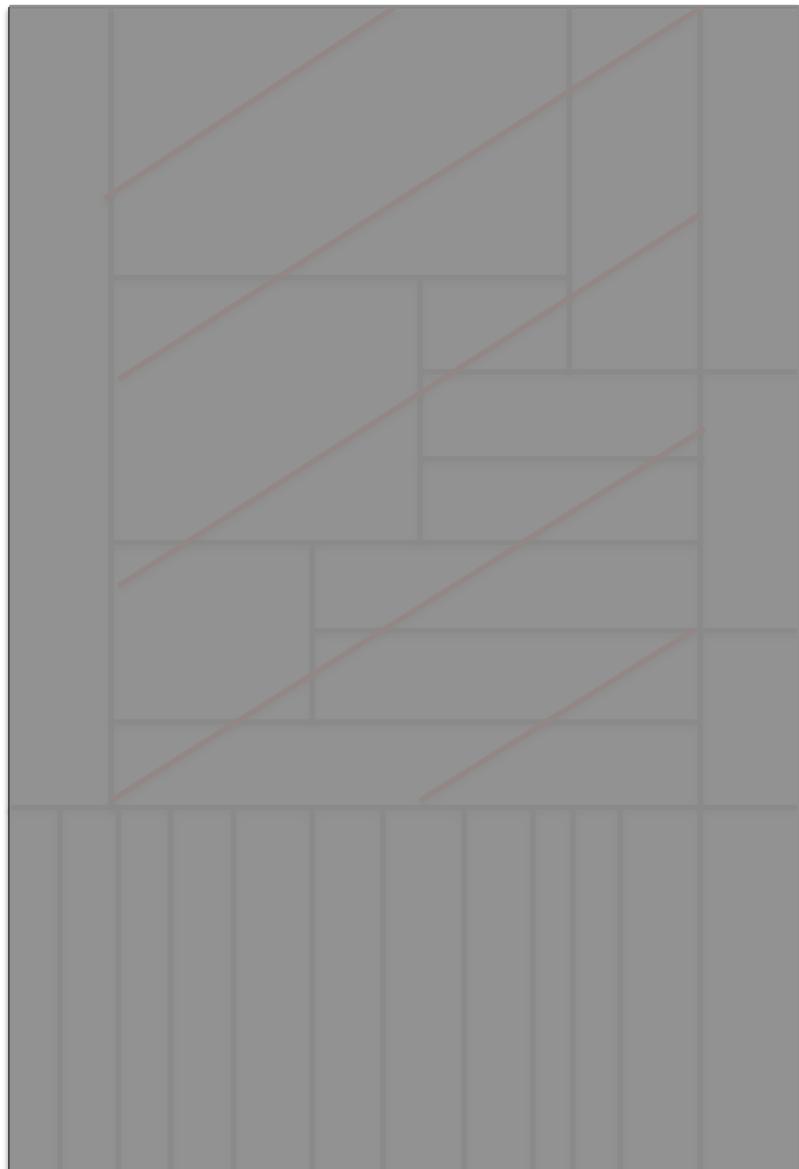
- Pole of maximal concentration (2): front page and first third pages
- Intermediate zone of lesser attention (0): middle pages
- Pole maximal memorization/final impression (1): third last pages

PAGE CONDITIONS

- Favorable conditions for advertisements
- Non commercial contents (competitors to advertisements, yet favorable/attractive neighborhood)
- Neutral conditions

TITLE PAGE

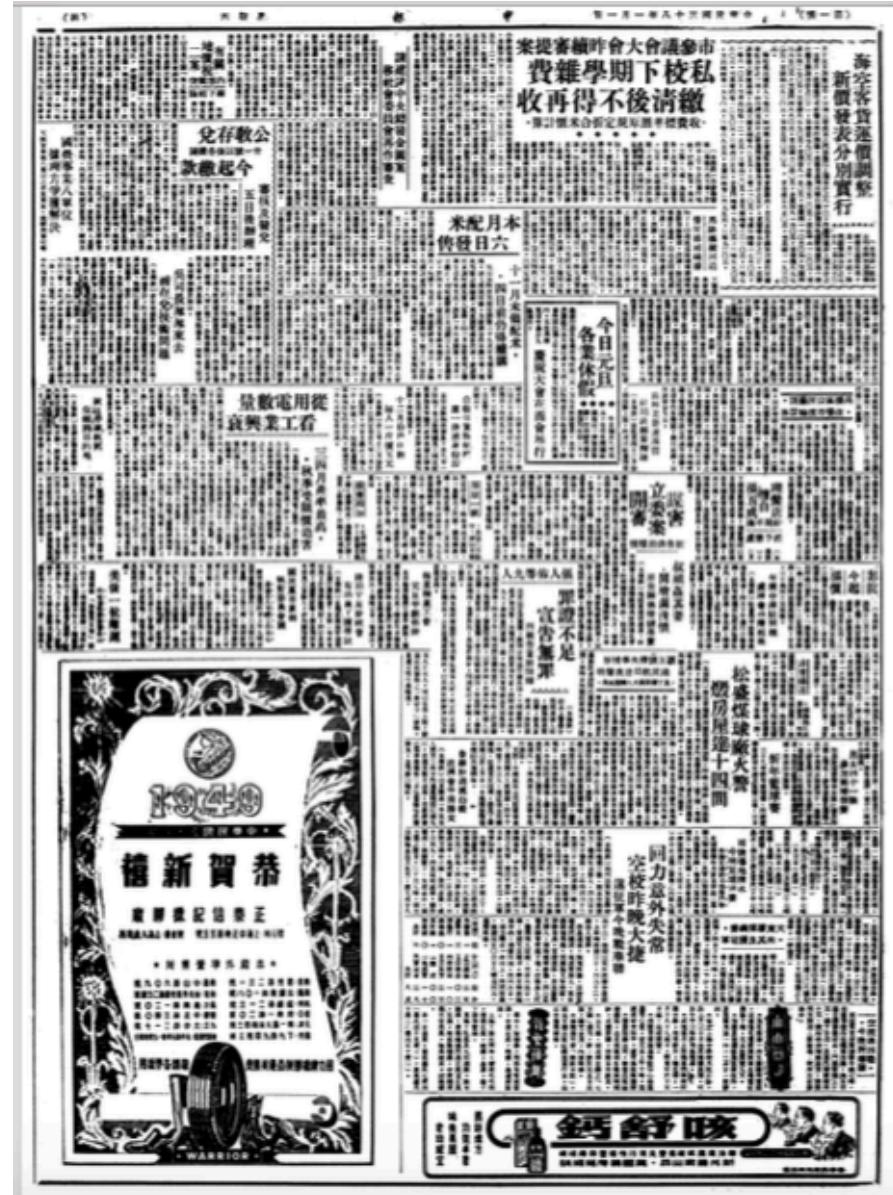
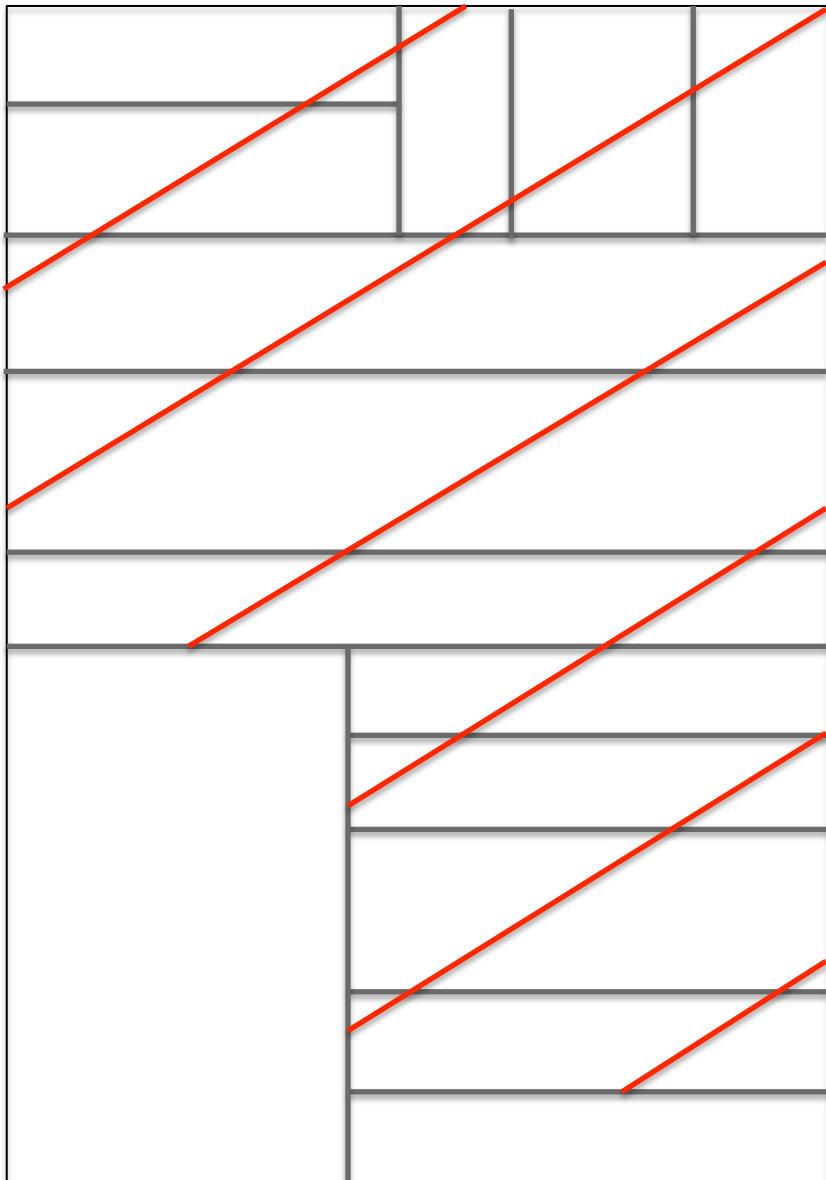
President's New Year declaration
總統發表元旦日文告
(Zongtong fabiao yuandan Riwengao)



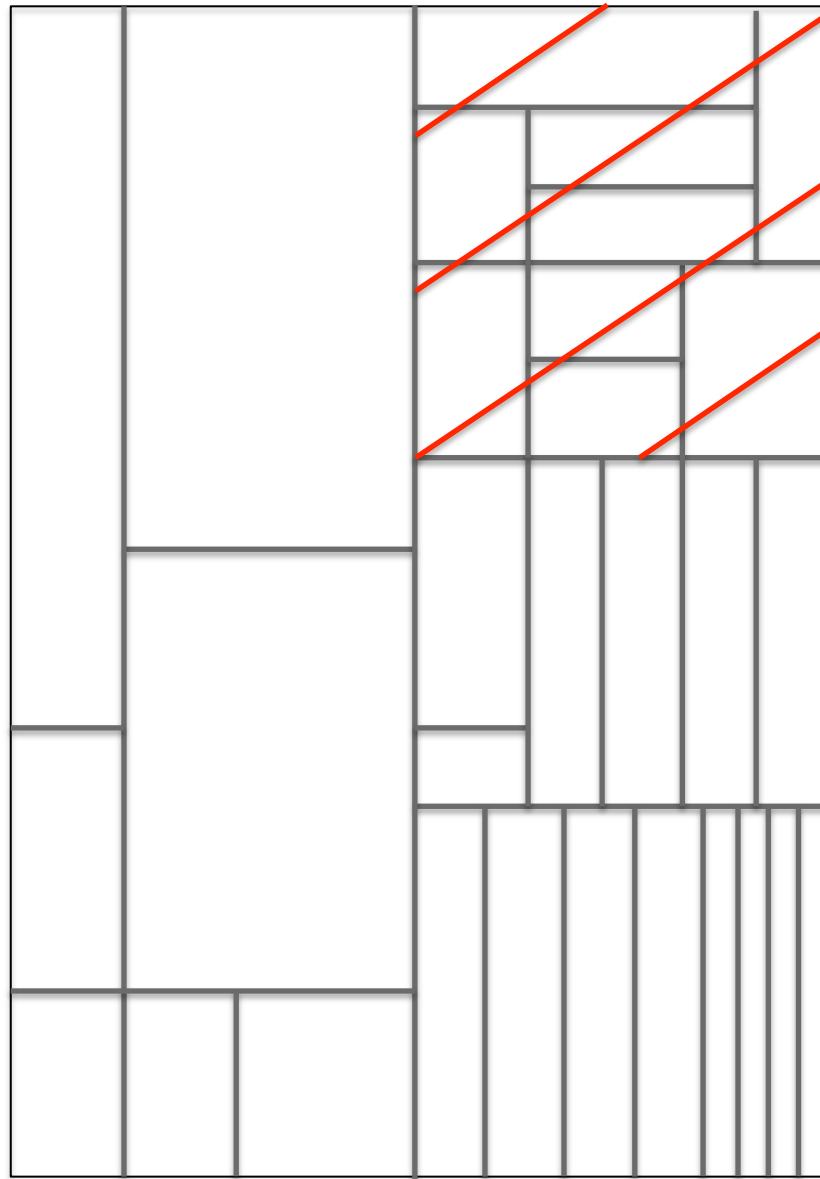




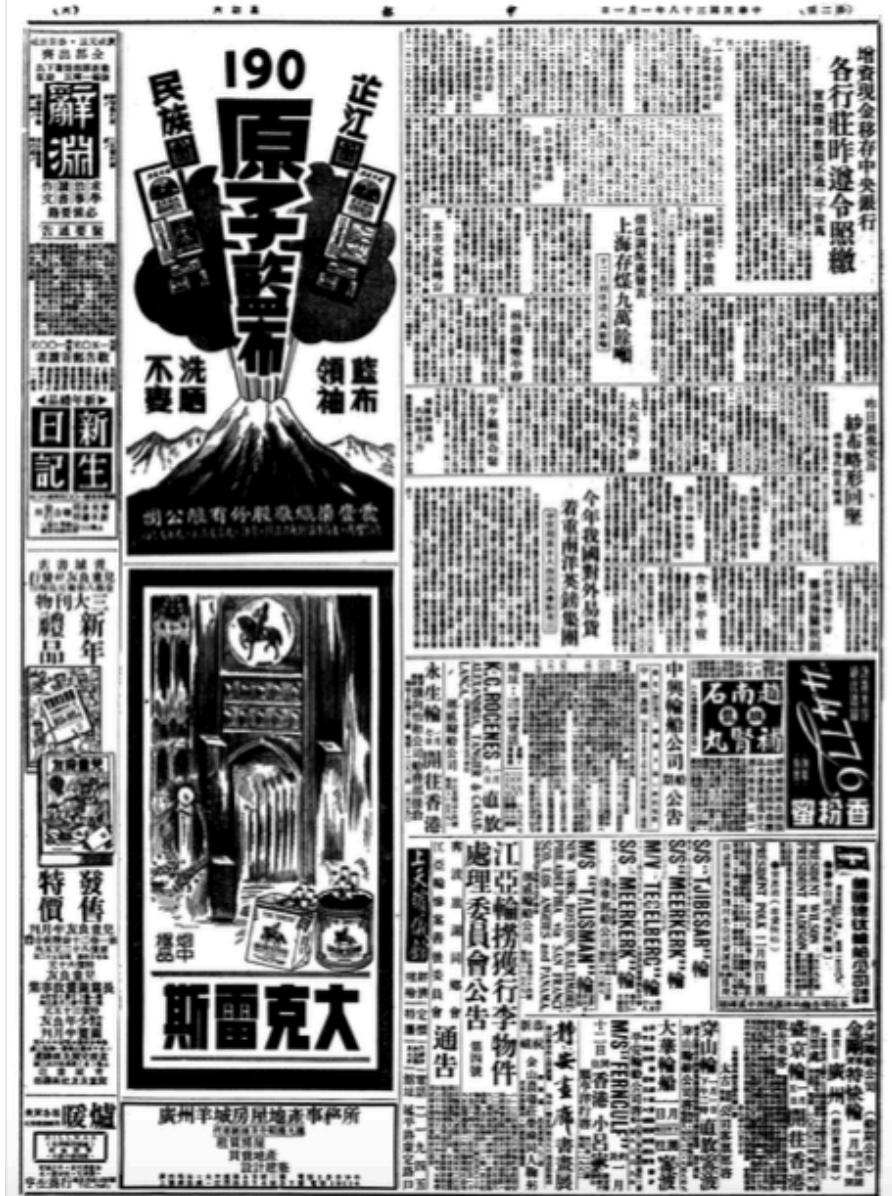
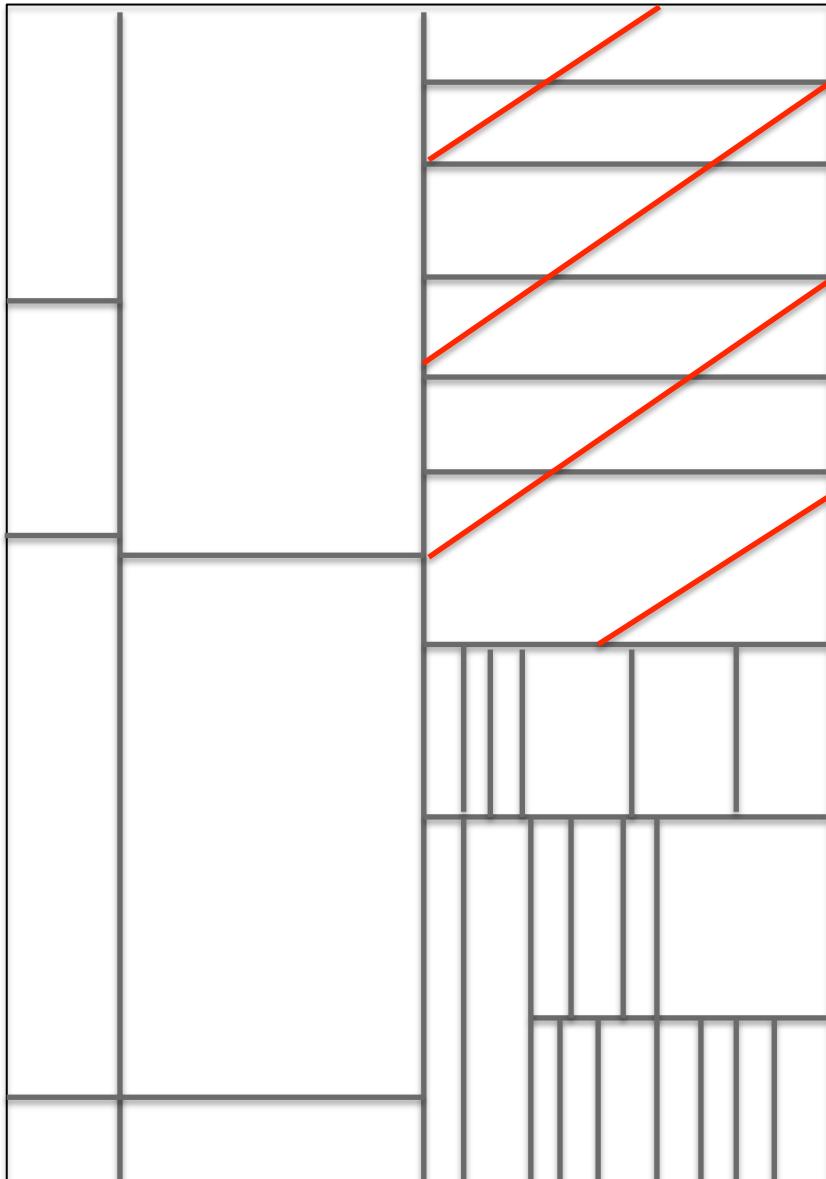
Shenbao 1949, Jan 1 (p.3)



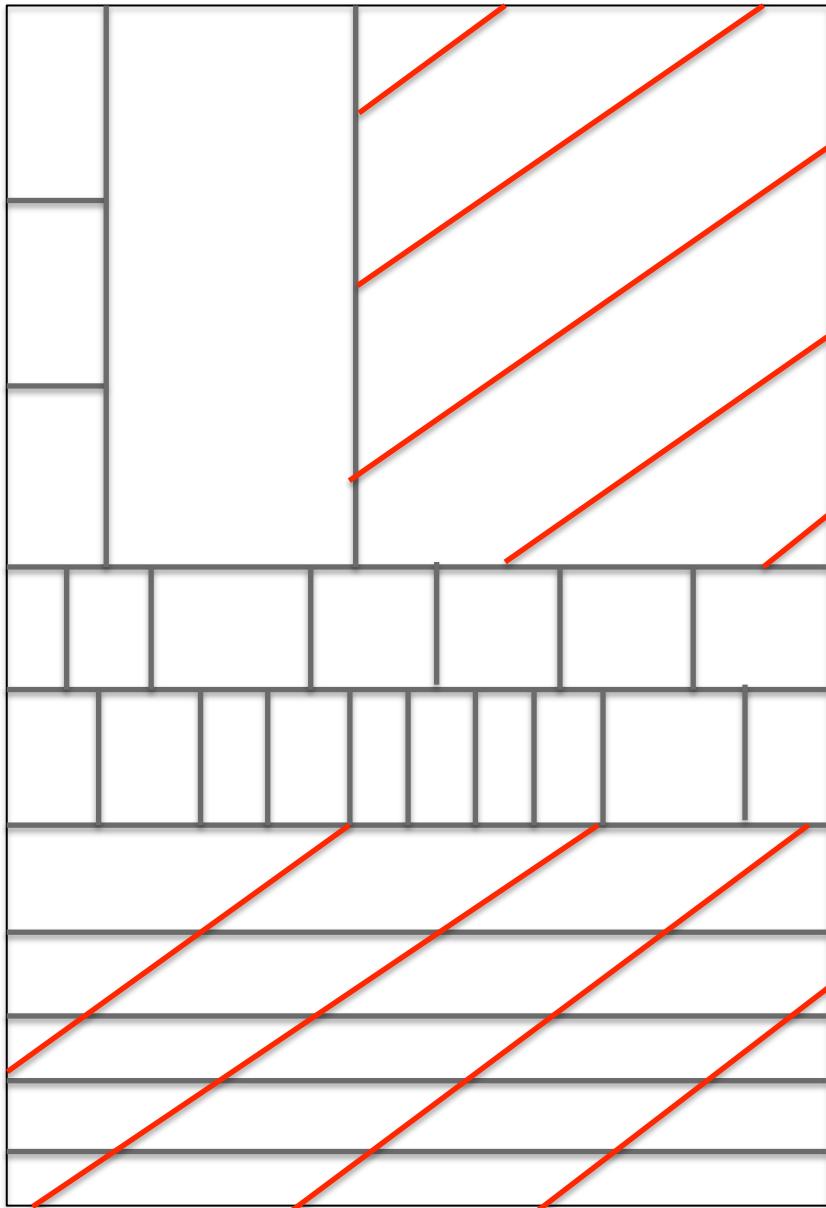
Shenbao 1949, Jan 1 (p.4)



Shenbao 1949, Jan 1 (p.5)



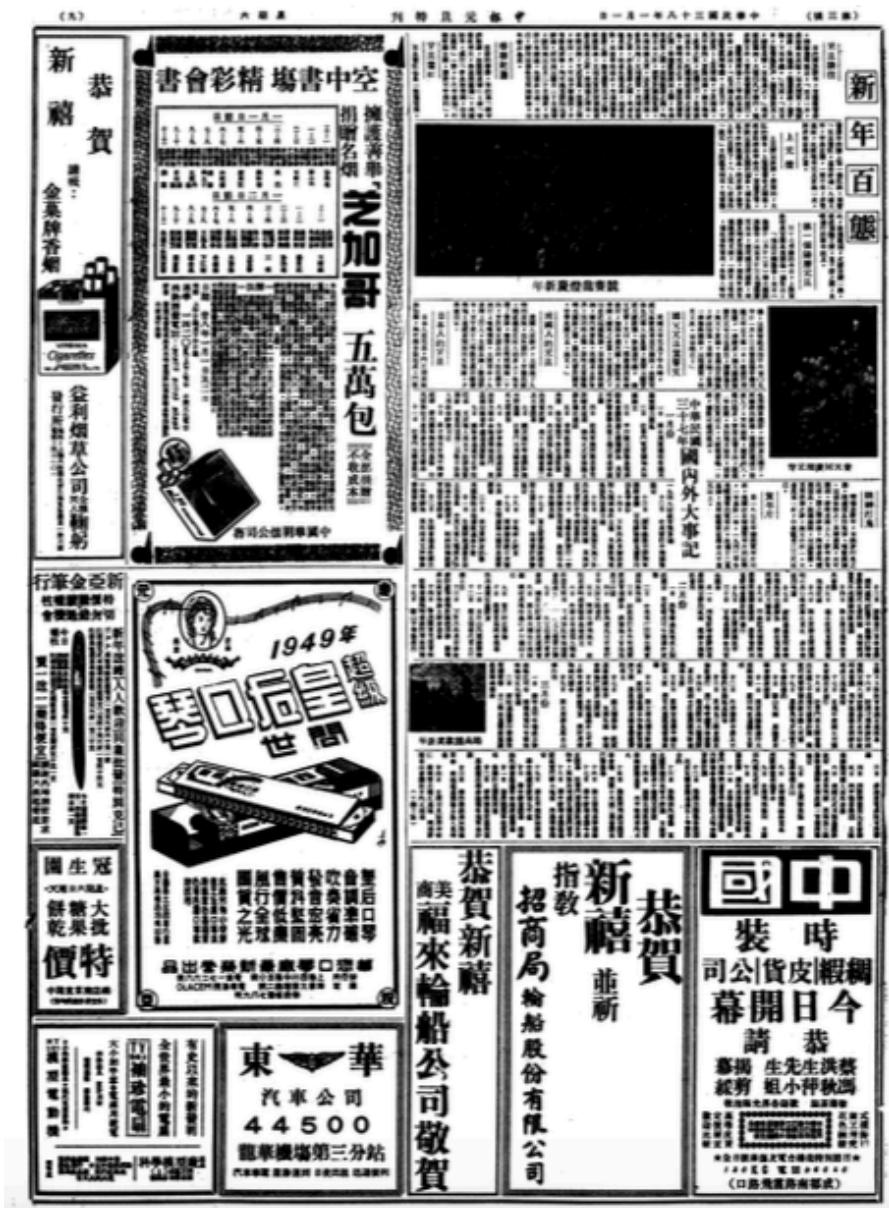
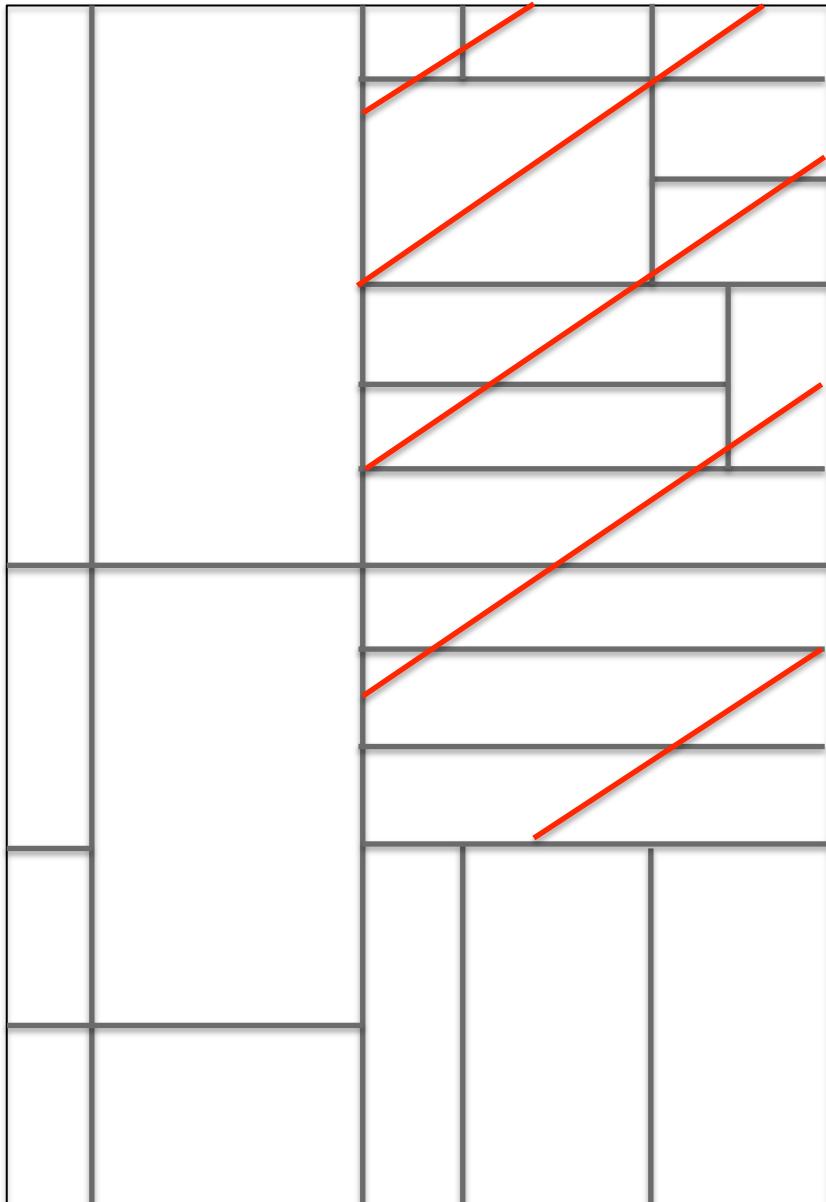
Shipping section



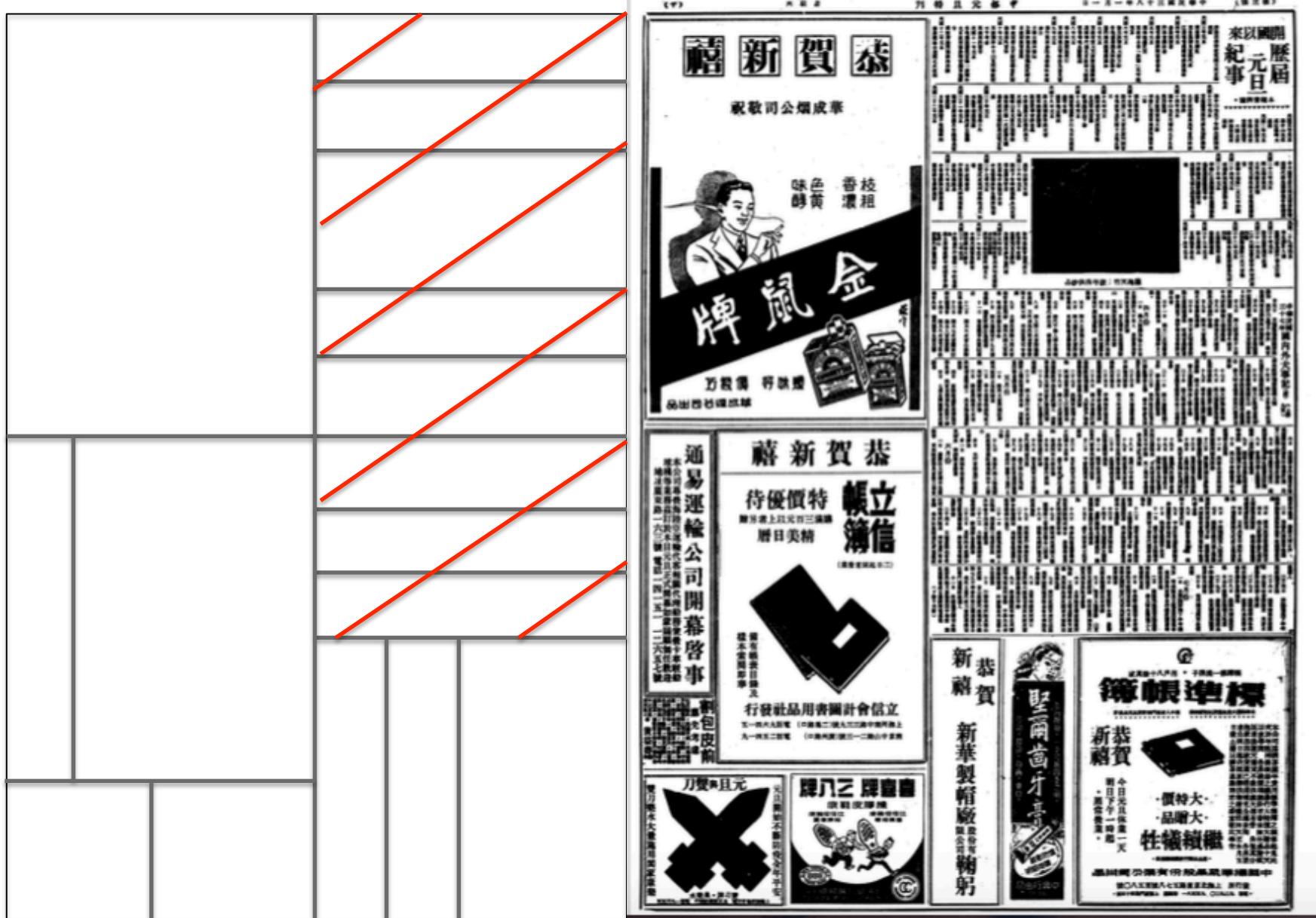
(Classified ads)

Shenbao 1949, Jan 1 (p.7)





Shenbao 1949, Jan 1 (p.9)



Shenbao 1949, Jan 1 (p.10)

申報年曆
一九四九年元月一日

新益幅簿 八折	恭賀新禧 ABC 中國內衣 大中華標誌	兩漲倍價 腎虧保肝	恭賀新禧 同德堂 今年春
布花新舊 康福	新華印業公司敬祝	三一月 肾	新華印業公司敬祝
毛文德 黃益美 律師季灝 鞠躬	恭賀新禧 朱家駒 張光宗 律師鞠躬	時裝 新華 年貨 狂賤	手律法 新華 年貨 狂賤
警鐘蠟紙 更改定價	新禧 中輪船公司 中國絲綸公司 全人鞠躬	歲次 恭賀 元旦 四兒 平安	新禧 紅寶冷飲廠 新華 年貨 狂賤
新華 年貨 狂賤	恭賀 新禧 中國絲綸公司 全人鞠躬	歲次 恭賀 元旦 四兒 平安	新華 年貨 狂賤
新華 年貨 狂賤	新禧 中國絲綸公司 全人鞠躬	歲次 恭賀 元旦 四兒 平安	新華 年貨 狂賤

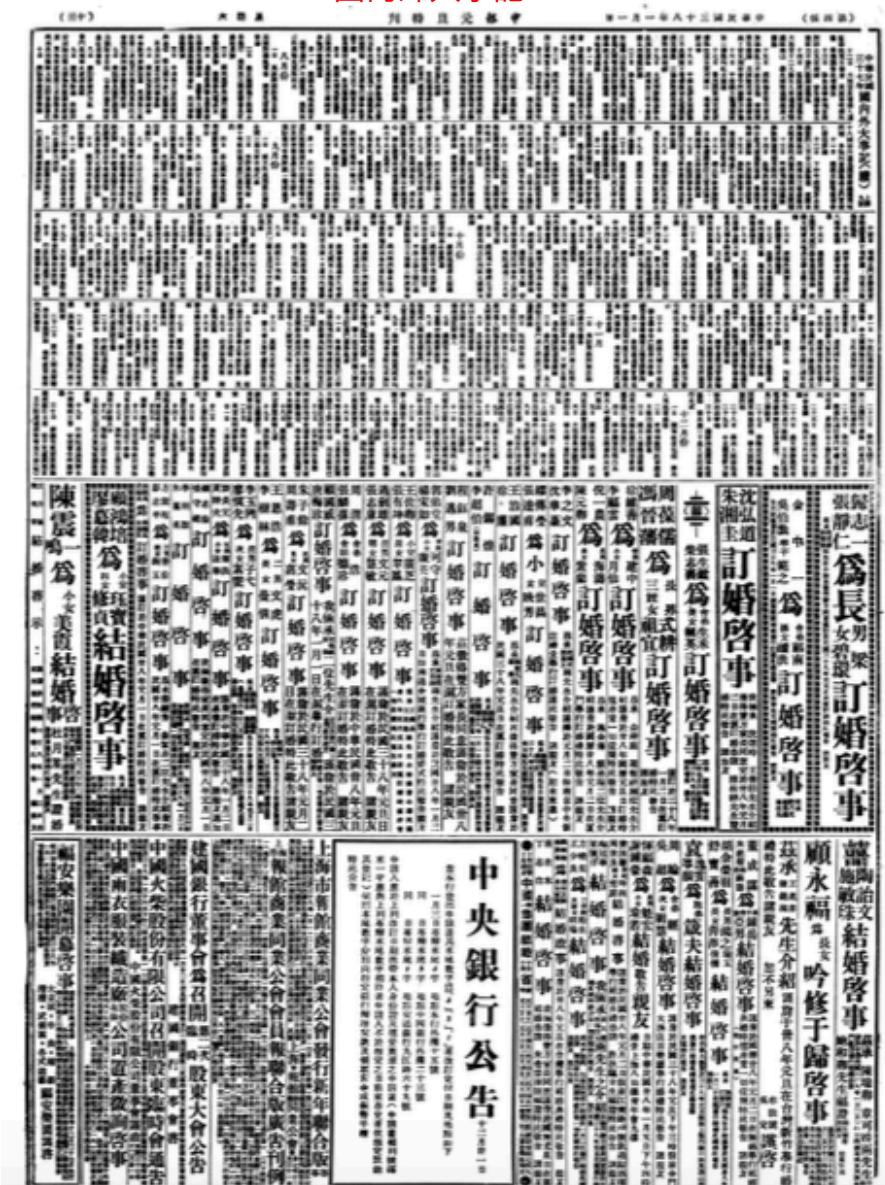
新華印業公司敬祝新年好

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This image shows a full page of the Shanghai Daily News (上海每日新聞) from November 1, 1933. The page is filled with numerous vertical columns of Chinese text, some of which are headings for news stories or columns. There are several large, prominent advertisements at the top of the page, including one for 'Gongxi' (Congratulations), one for 'Tangfu Milk Powder' (唐福麥乳精), and one for 'Daiji Daxiang' (Great Price Reduction). The bottom half of the page contains a dense grid of smaller ads, many of which appear to be for pharmaceuticals or medical supplies, such as 'Calcium Supplement' (鈣素母), 'Medicine for Skin Diseases' (皮膚病藥), and 'Medicine for Internal Diseases' (內科藥). The overall layout is typical of early 20th-century Chinese print media.



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New Year “greeting cards” page

