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
Editorial (2) (社論 Shelun)
Transportation revised schedules (Air flight)

海空客貨運價調整
Shenbao 1949, Jan 1 (p.7)

Business news

(Classified ads)
New Year's debates (新年百態 元旦談往)
Happy New Year 恭賀新禧 (1)
National headlines
國內外大事記