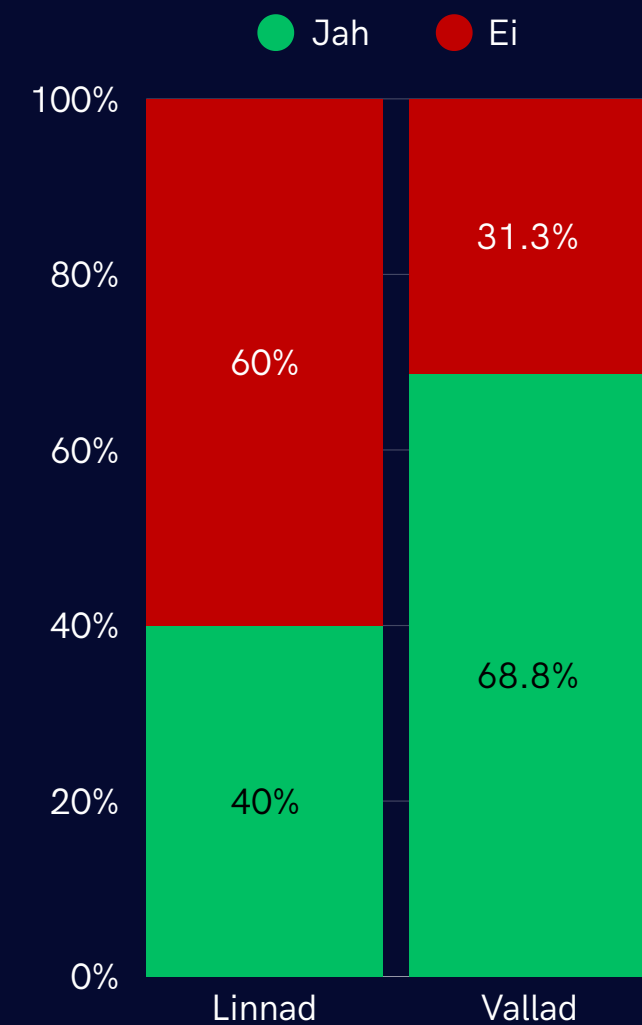
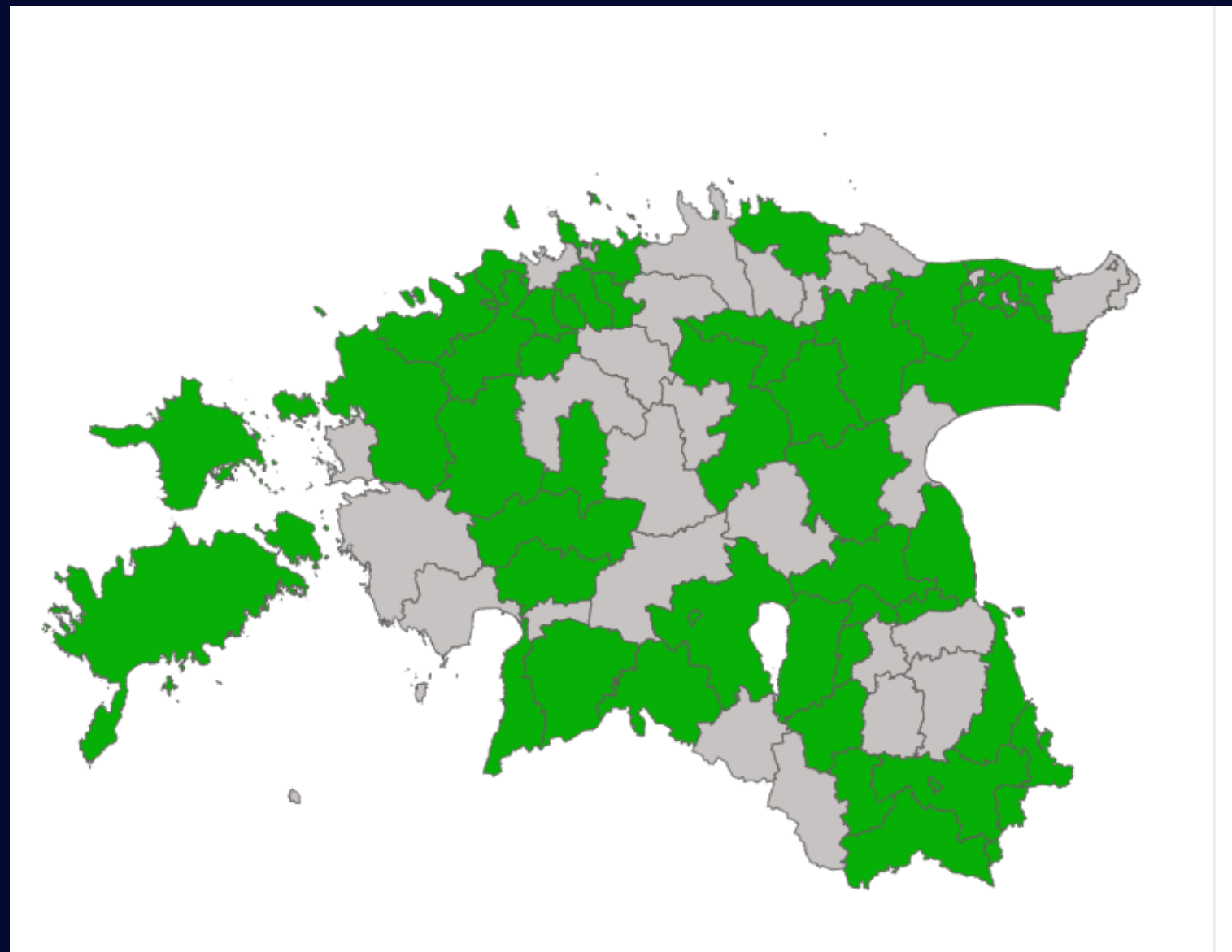
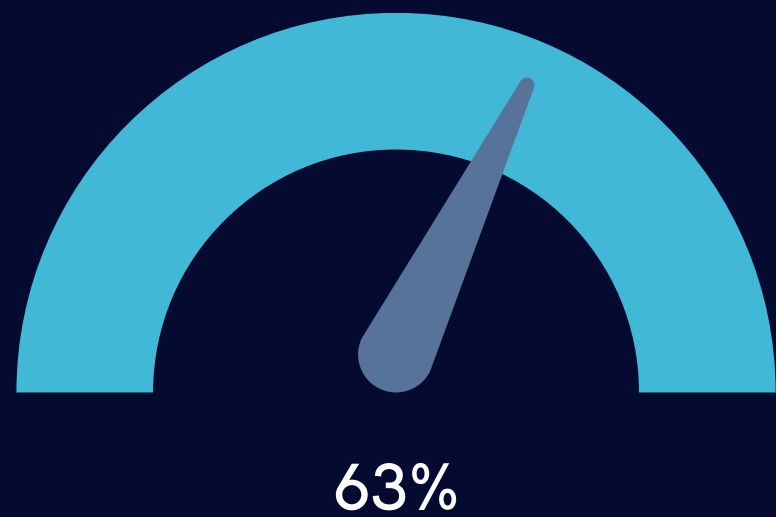
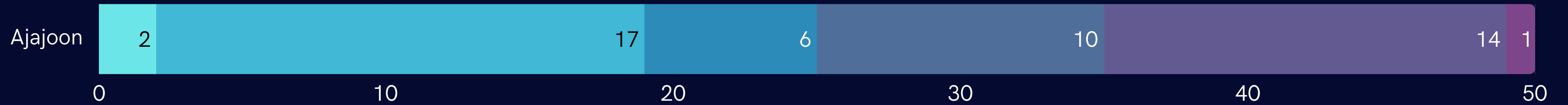


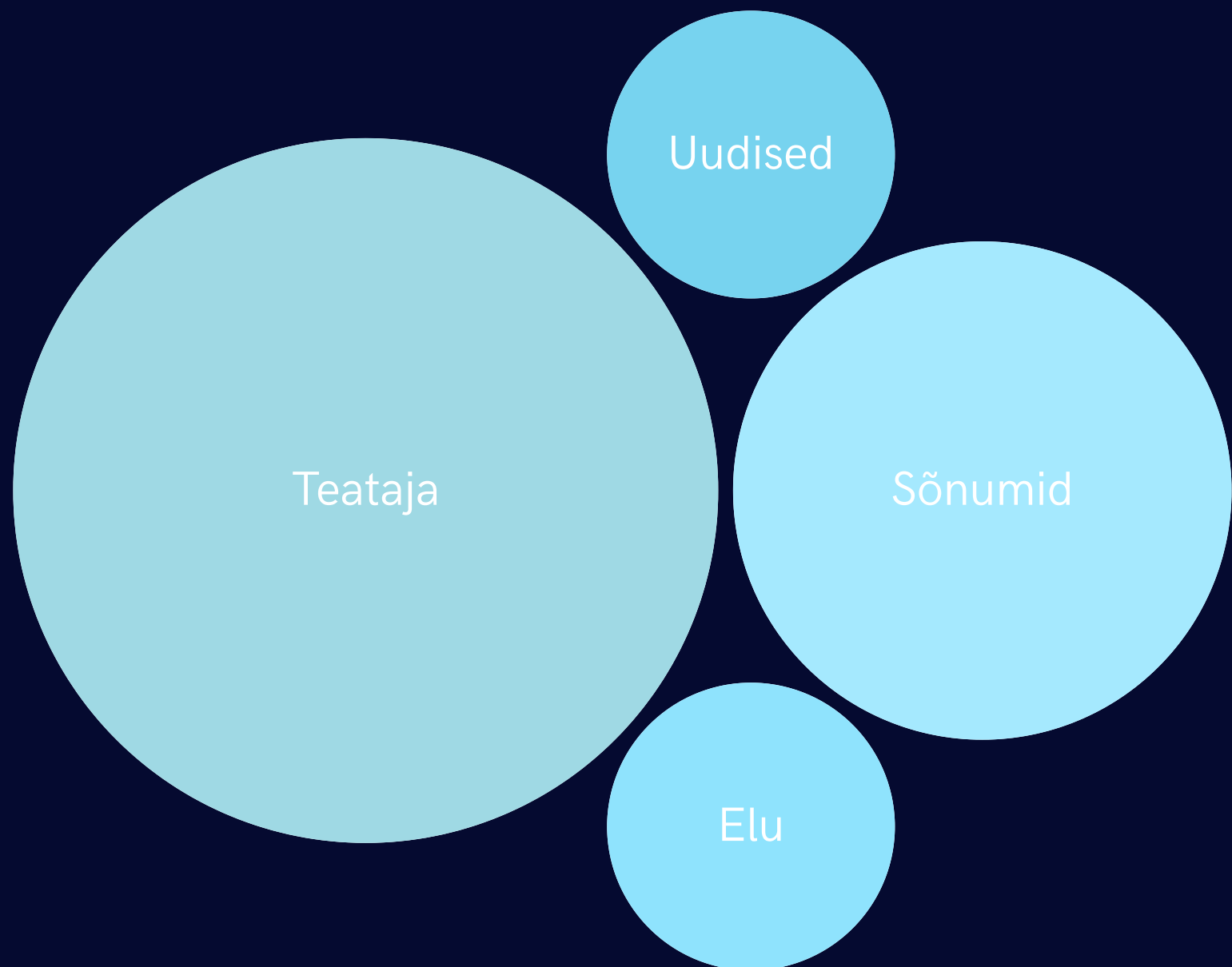
# KÜSITLUSE TULEMUSED

## Väljaandmise periood

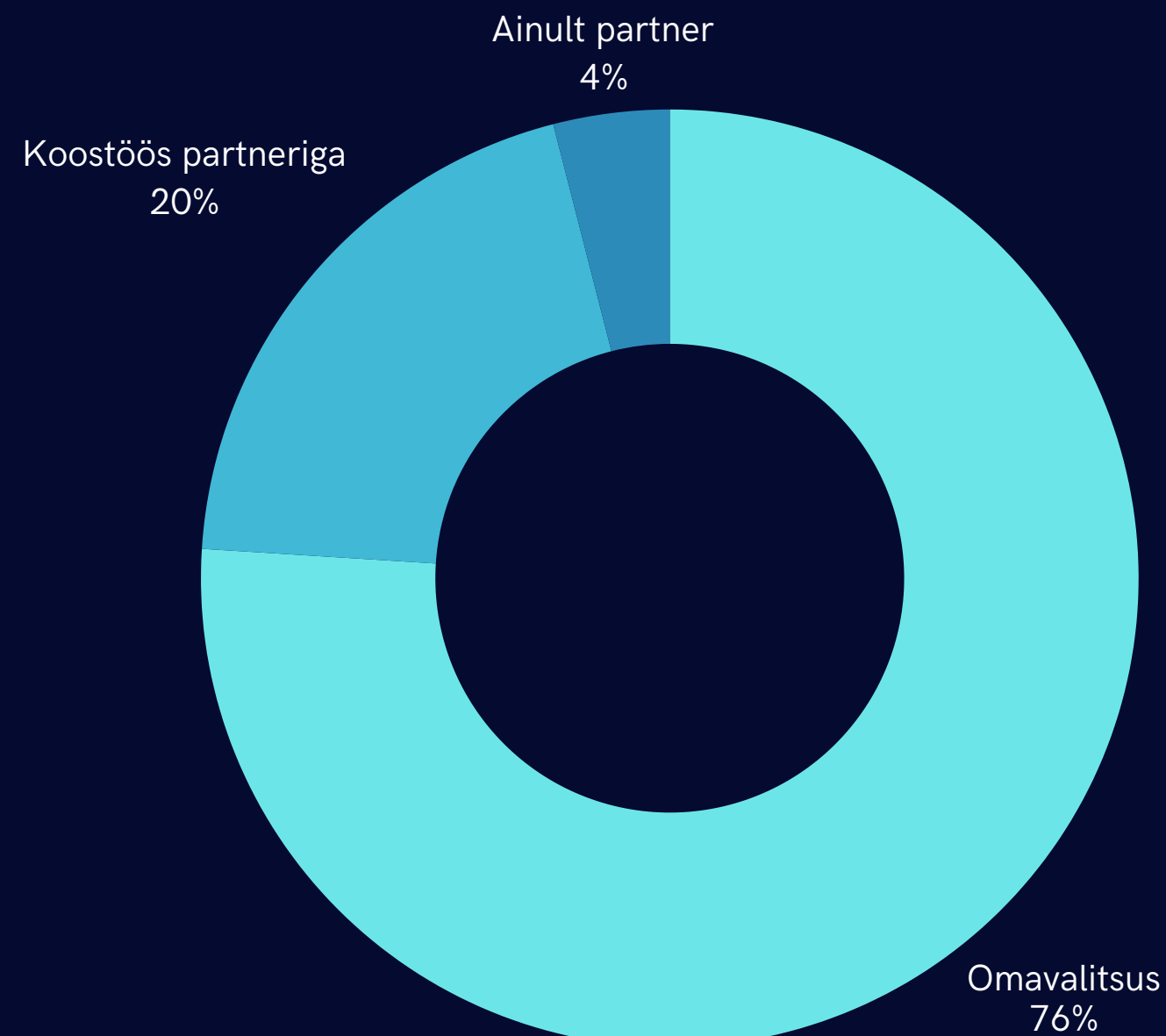
● Ei mäleta   ● Alla 10 aasta   ● Kuni 20 aastat   ● Kuni 30 aastat   ● Kuni 40 aastat   ● Üle 40 aasta



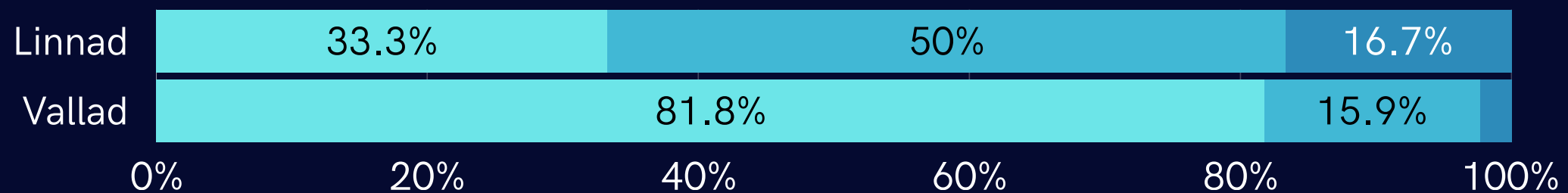
# Lemmik nime täiendus



# Kes annab ajalehte välja?



● Omavalitsus    ● Koos partneriga    ● Partner



### Keeleline jaotus

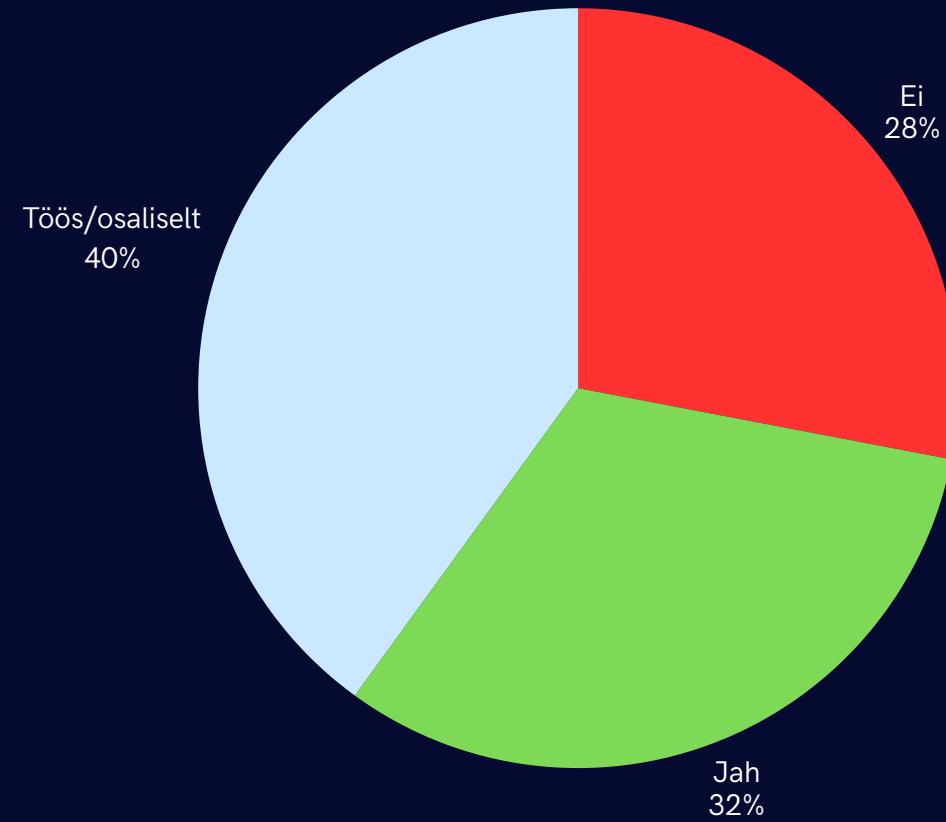


90% vastav spetsialist

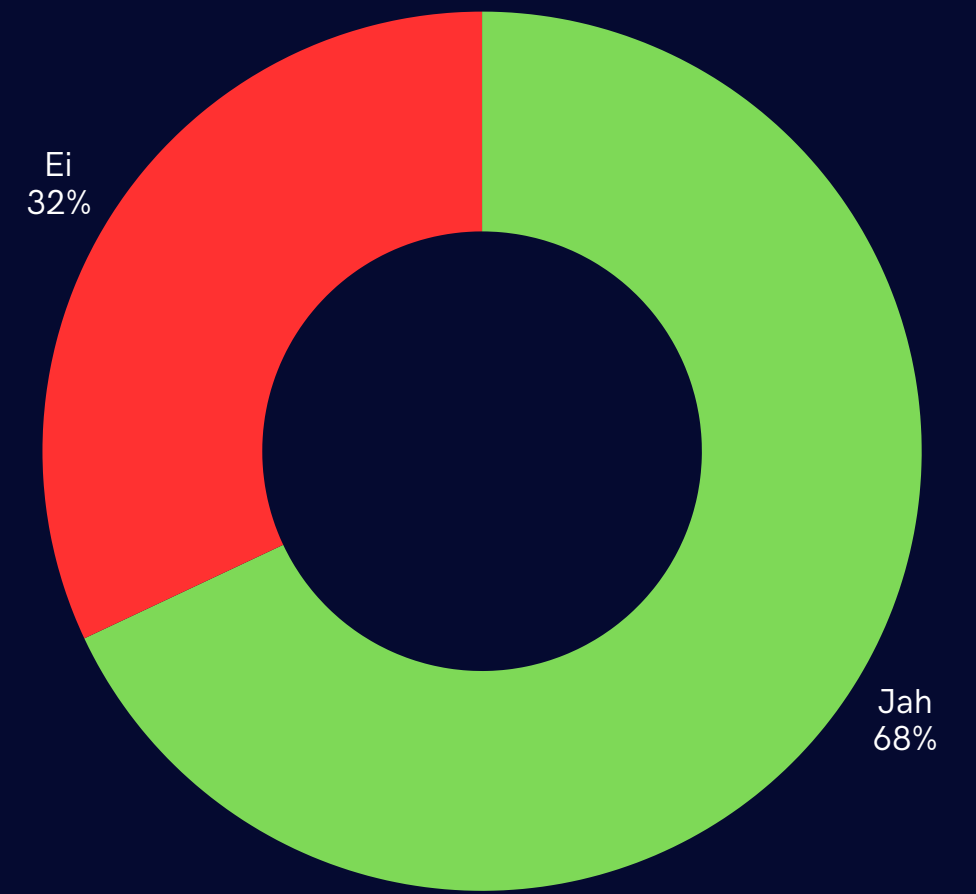
10% palgatud partner



### Toimetuspõhimõtted



### Regulaarselt koolitustel osalemine

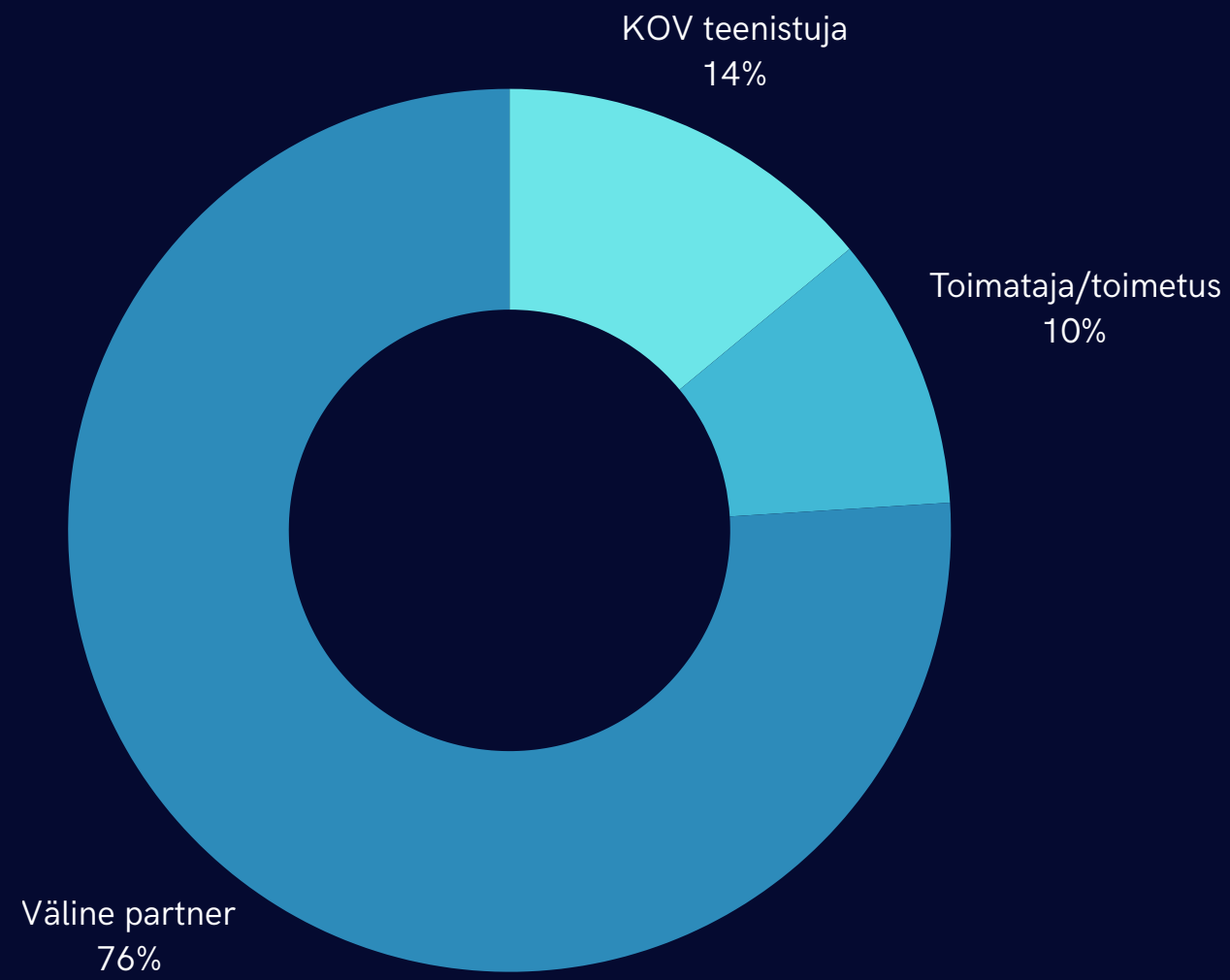


Jah Ei

### Apoliitiline kolleegium

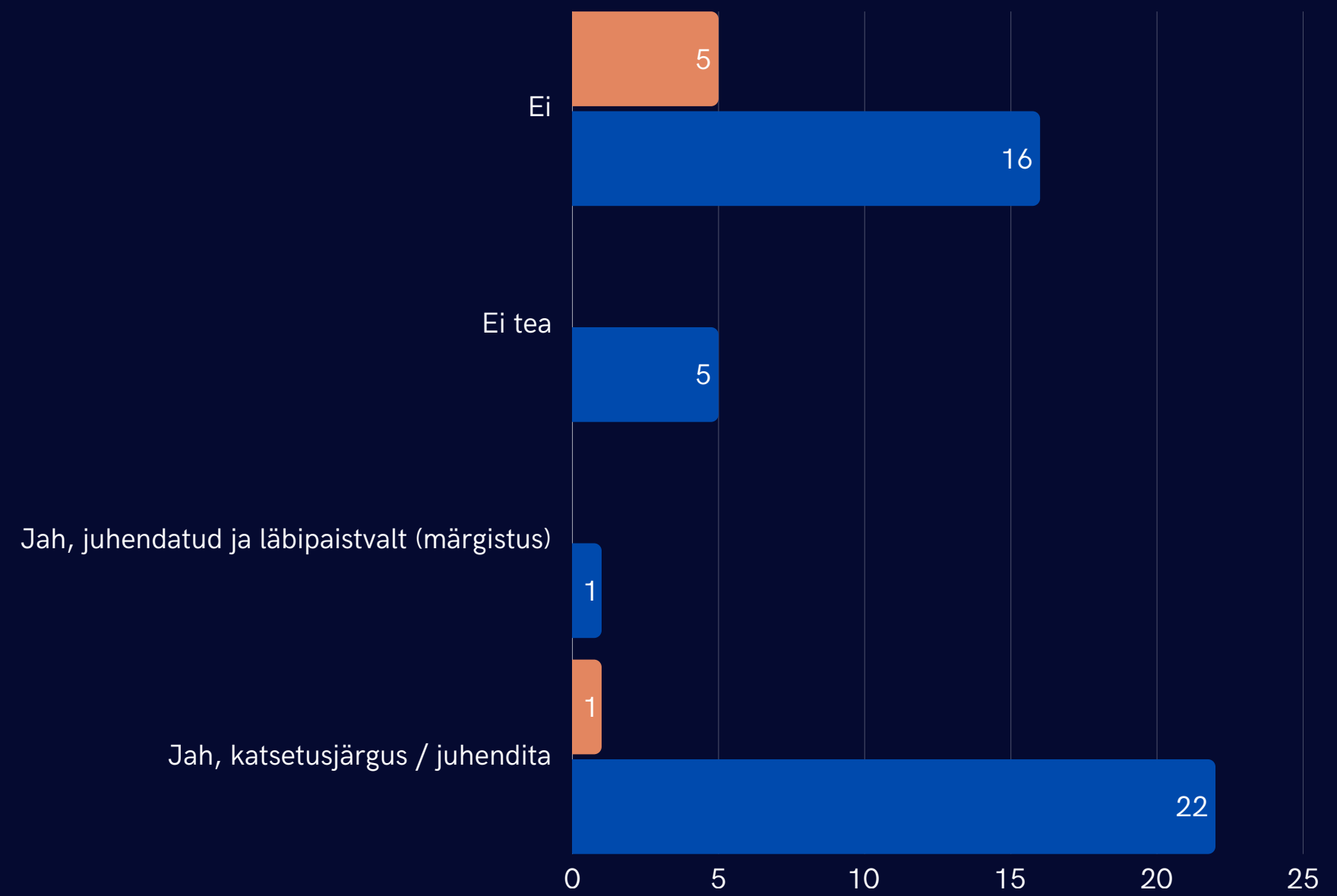


### Kes küljendab lehte



### AI kasutamine

● Linnad ● Vallad

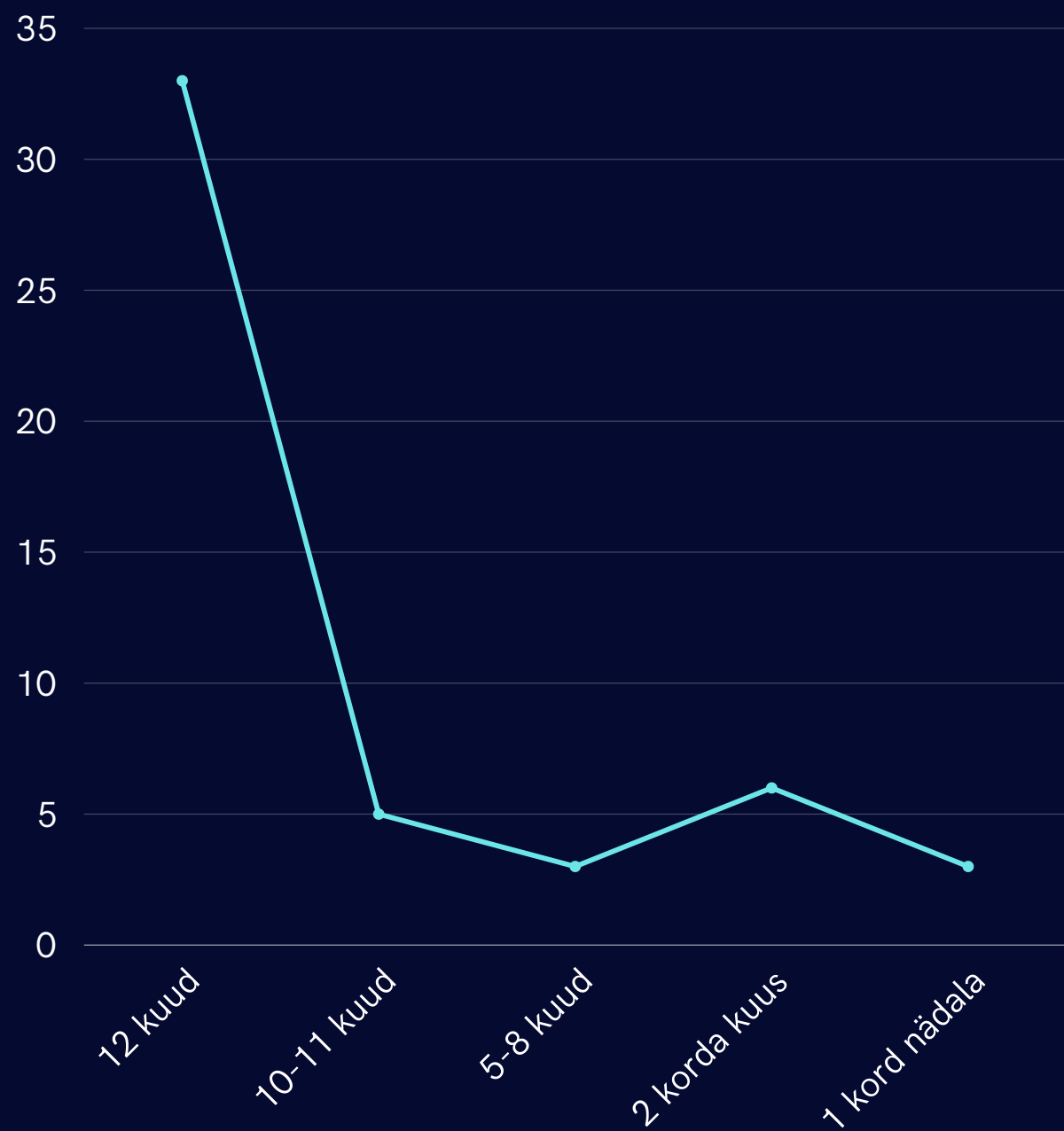


● Hankega ● Hanketa ● Ei tea

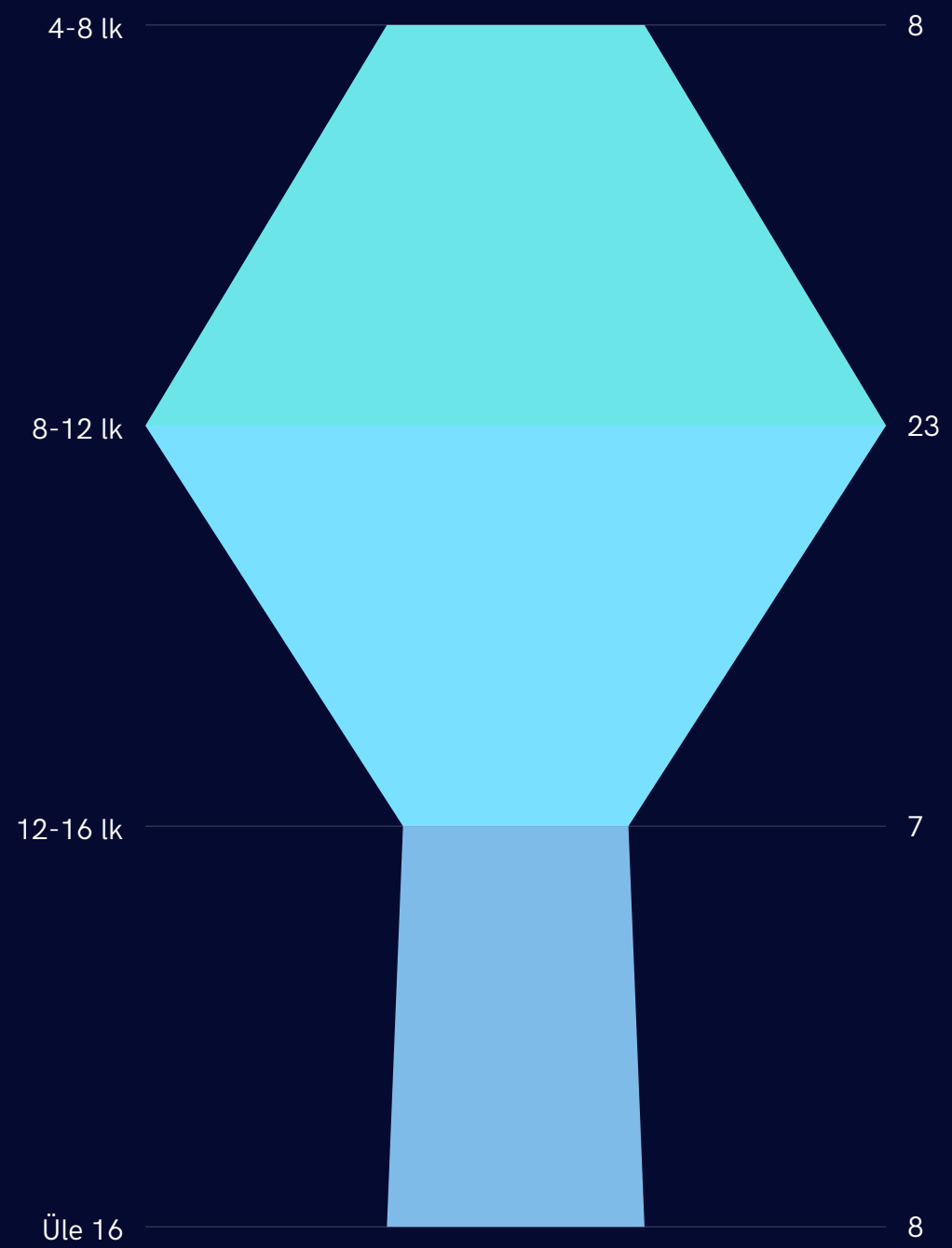
### Trükikoja valik



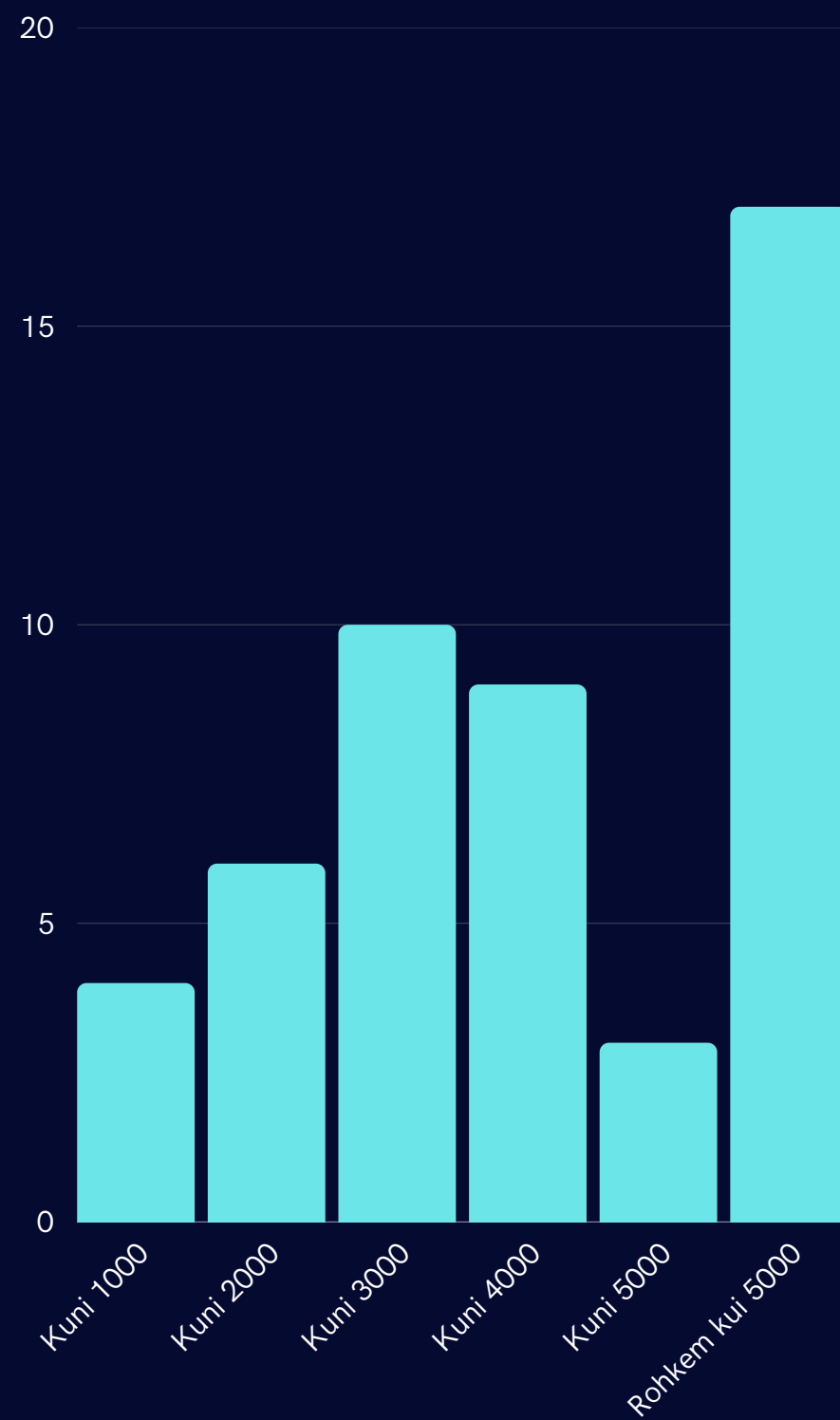
### Ajalehe ilmumise sagedus



### Väljaande maht



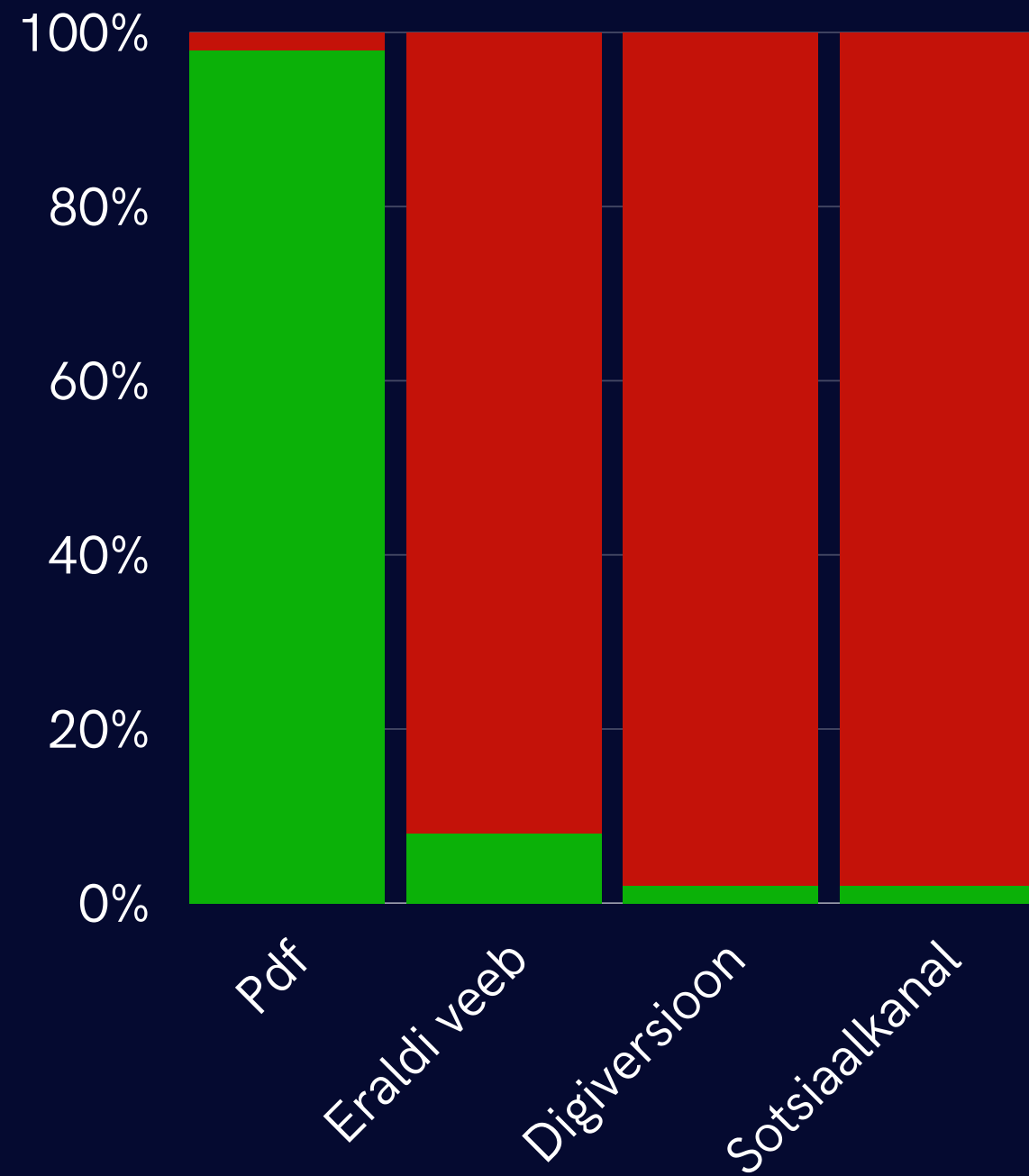
### Tiraaži maht



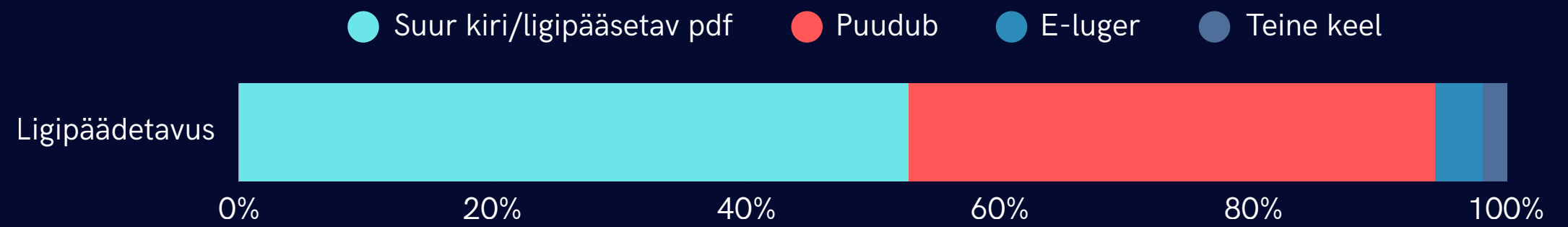
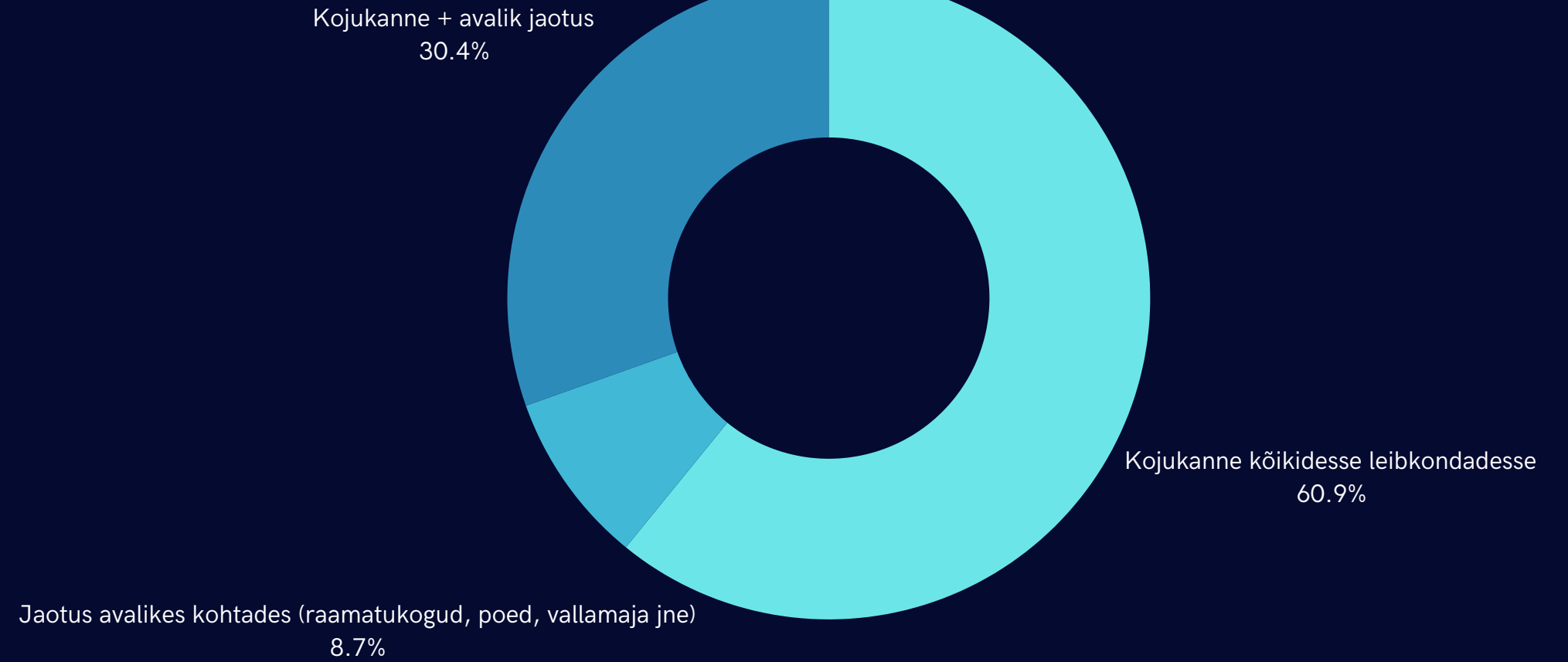
# Kas on ka digiversioon

...

Jah Ei



## Lehe jaotus



# Valimisperioodi kajastus

**Ei**

Järgime tava, kuid korda ei ole

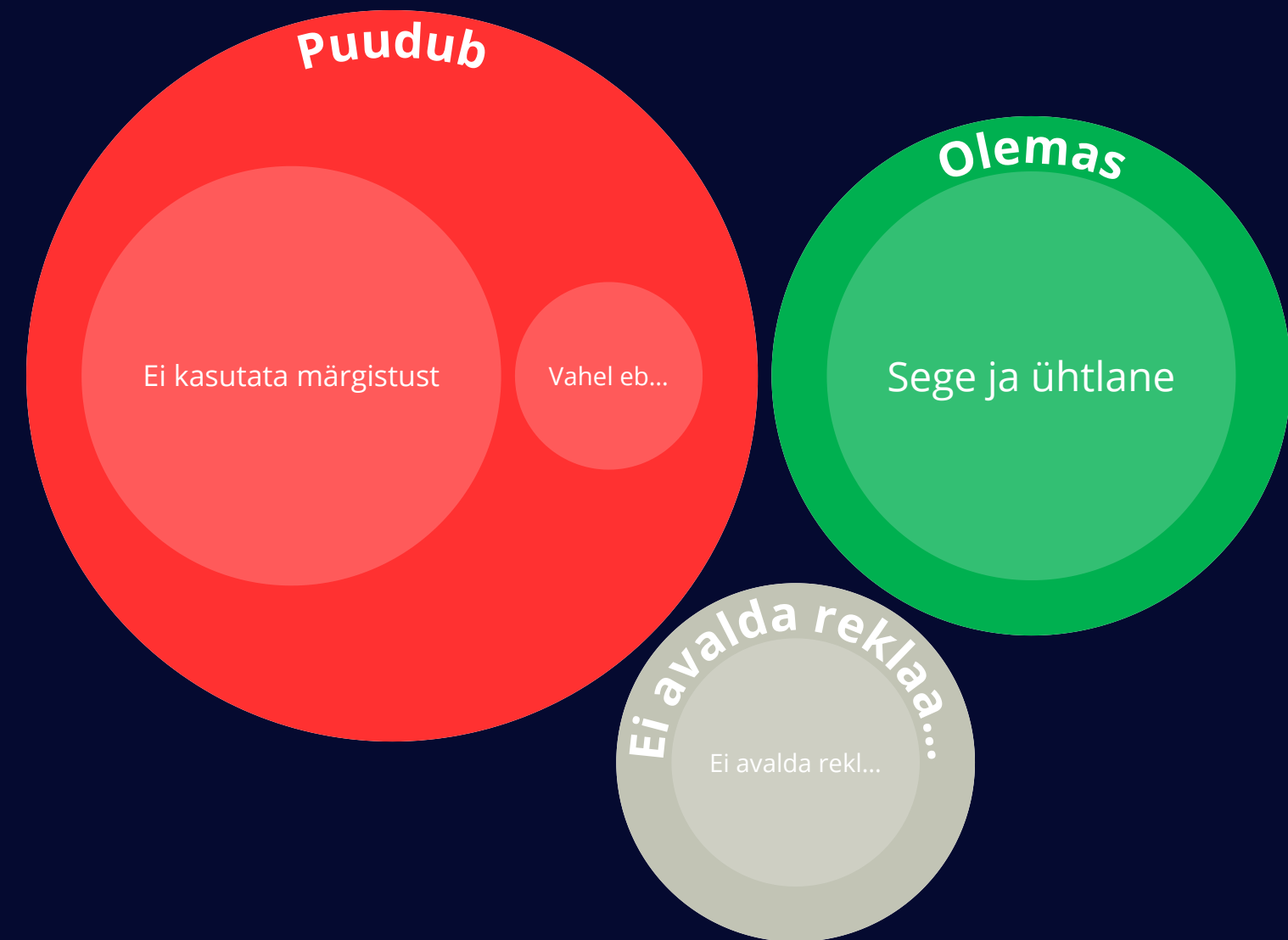
Ei ole...

Ei oska...

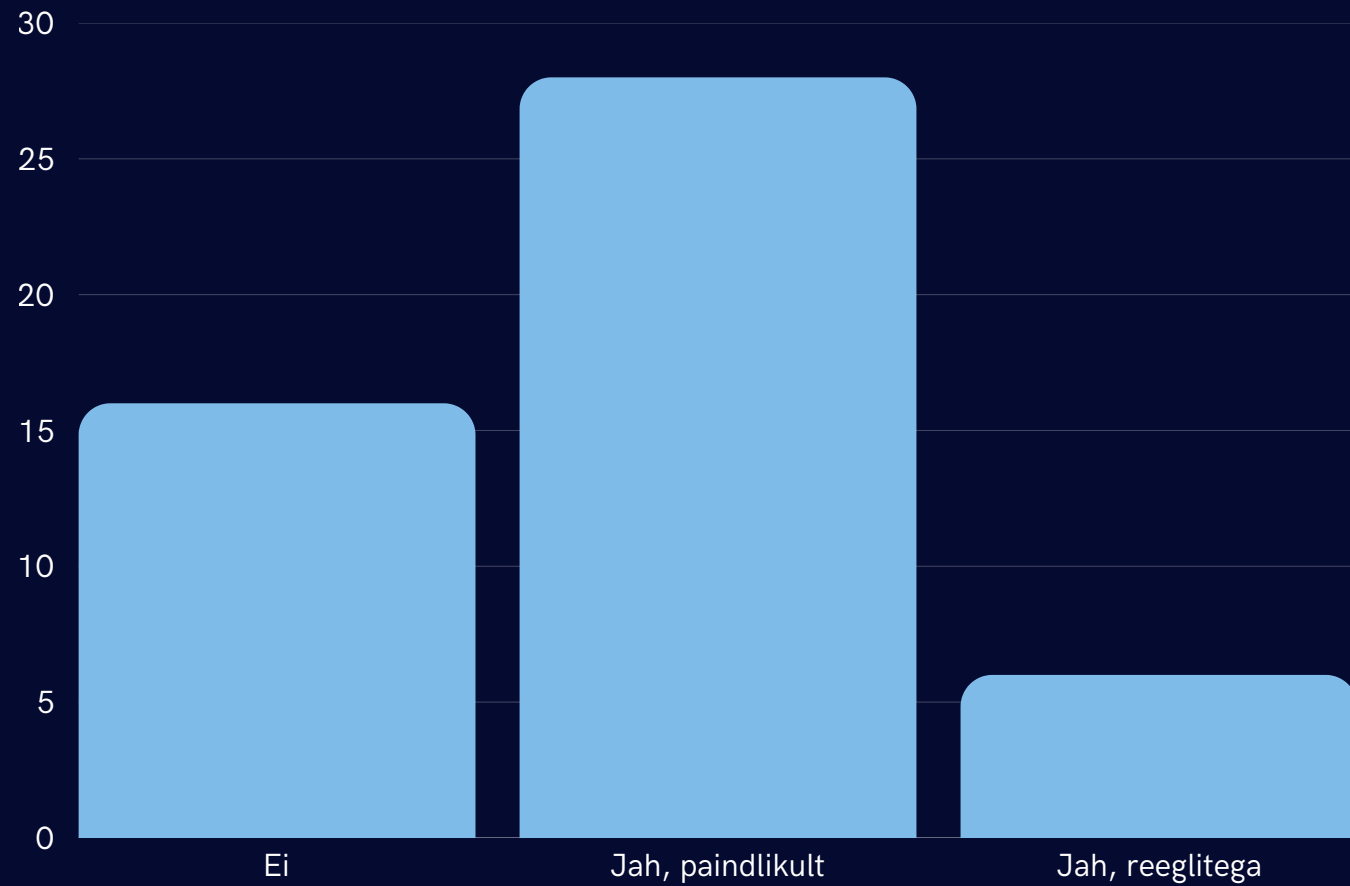
**Jah**

On kirjalik kord

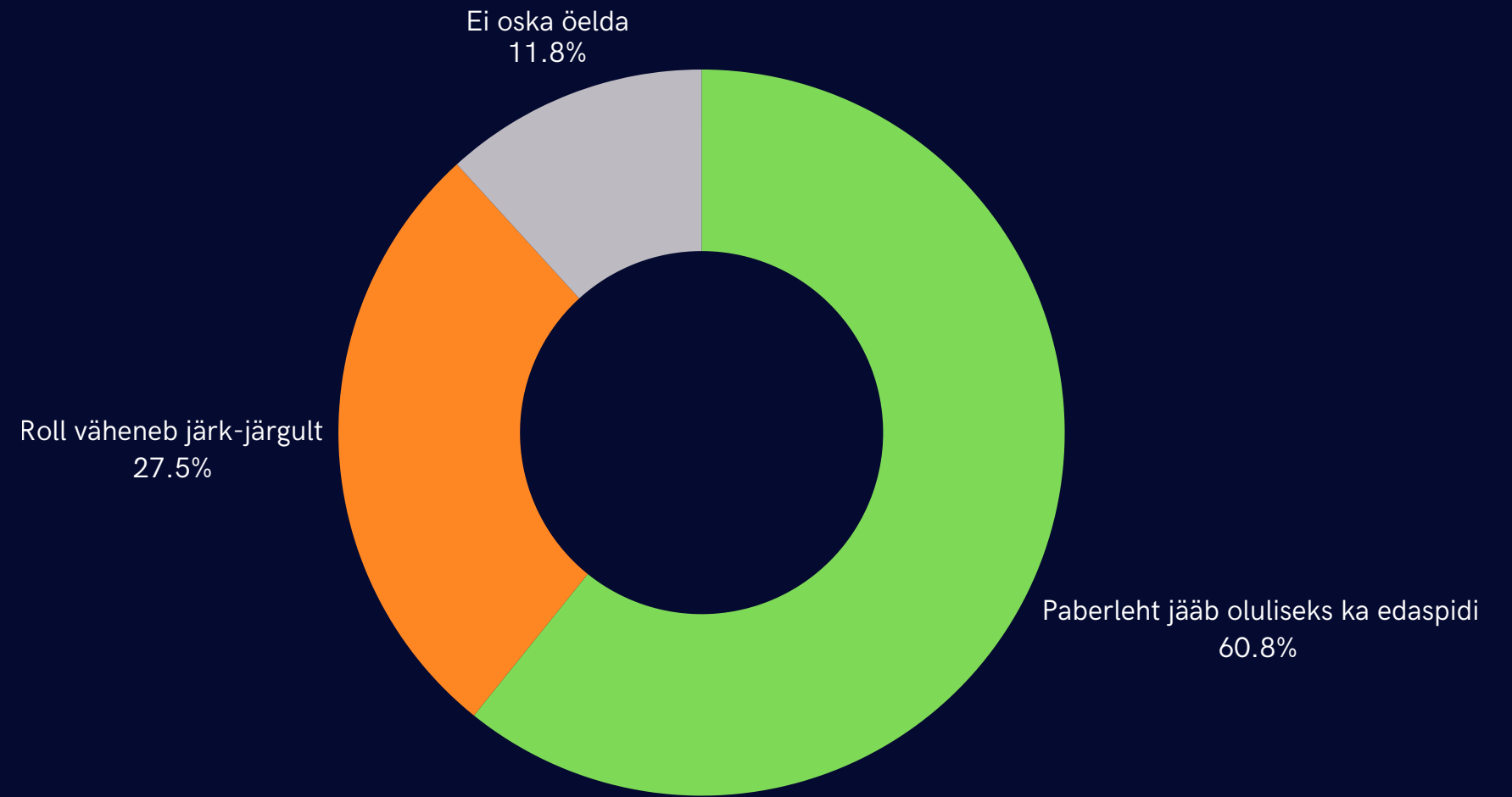
# Reklaami ja sisuturunduse märgistus



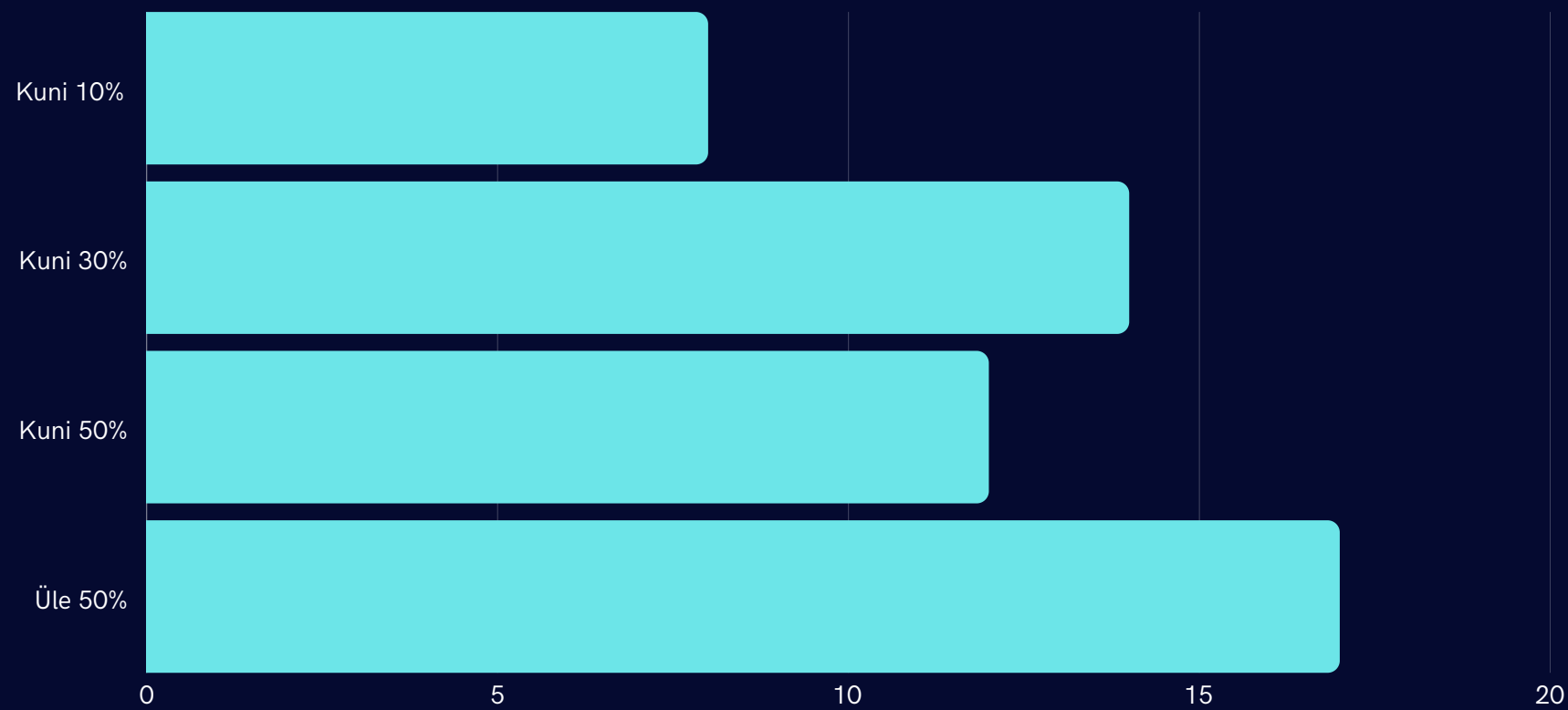
### Arvamuskirjade avaldamine



### Paberlehe tulevik



### Välisautorite osakaal



### Konkureerib maakondliku ajalehe reklaamitulu osas

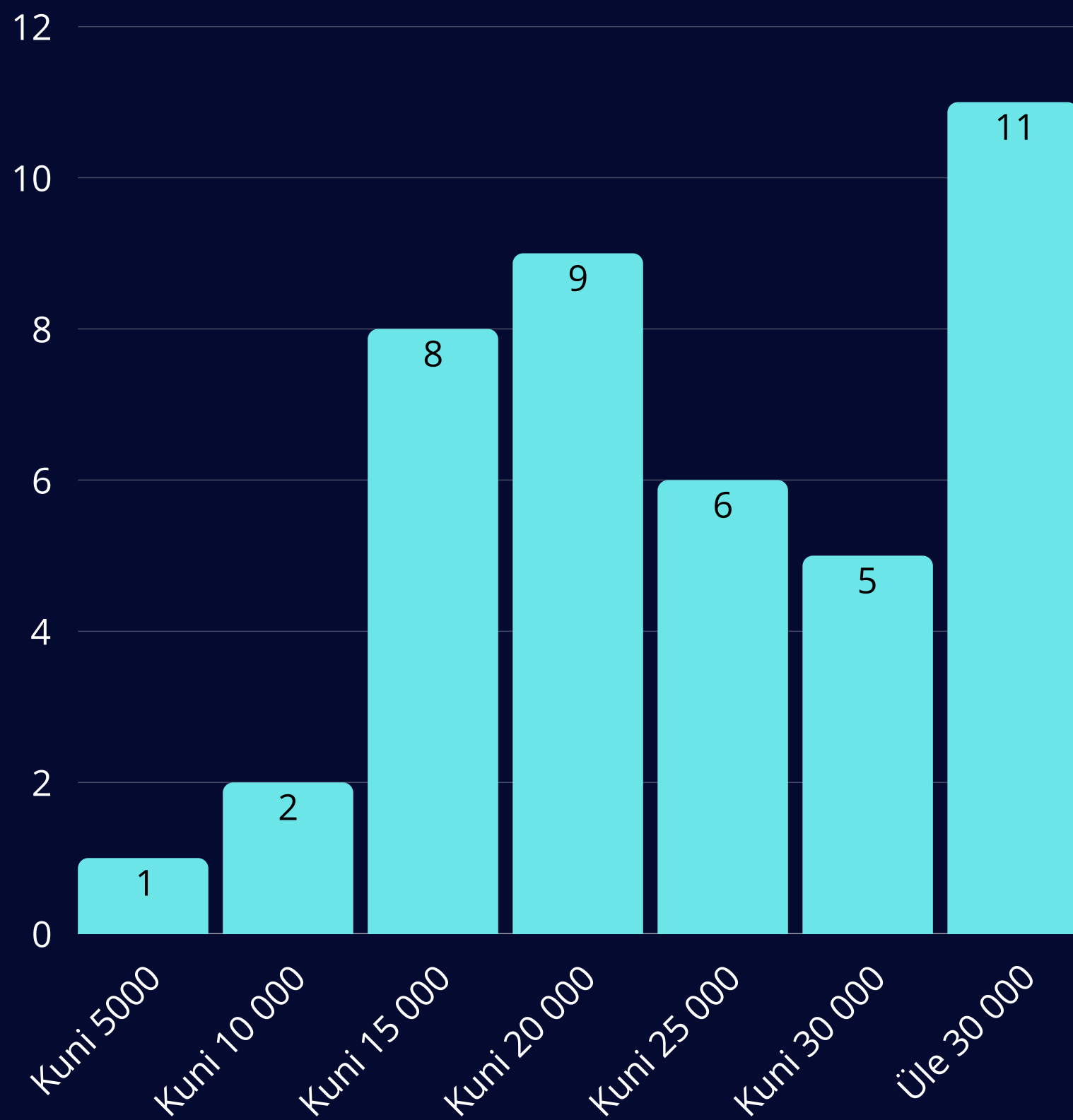




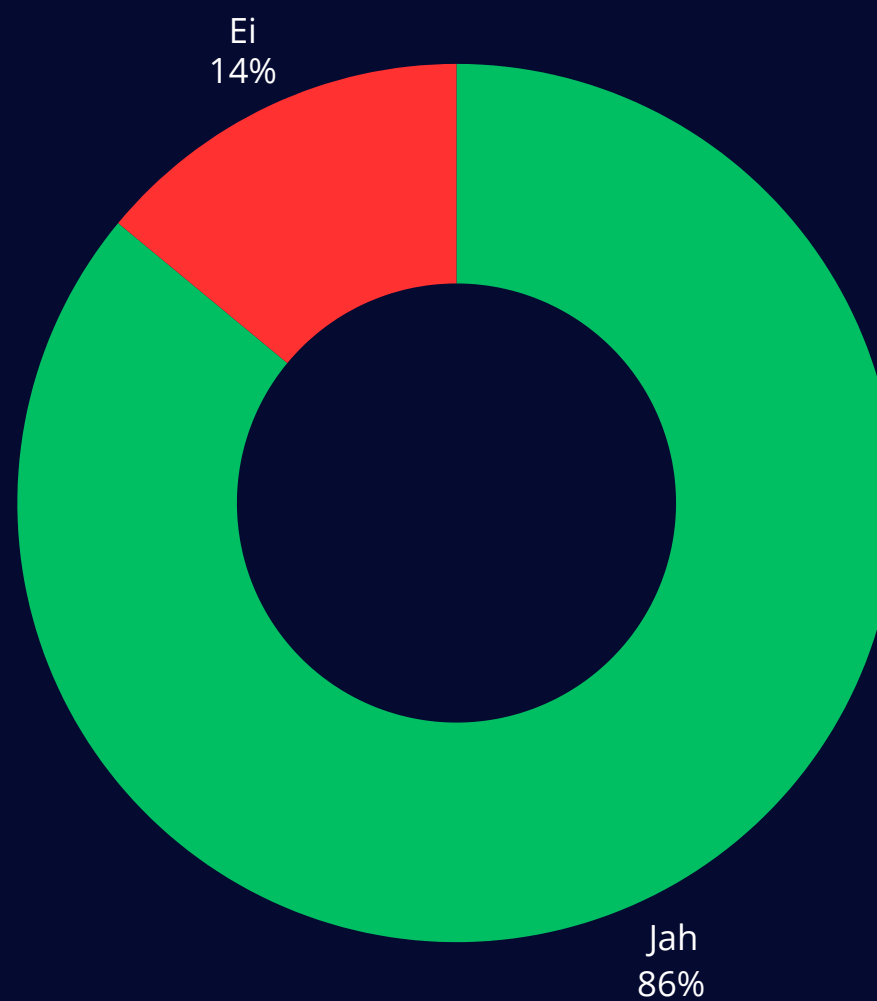
# Tasuta ajaleht KOV-des



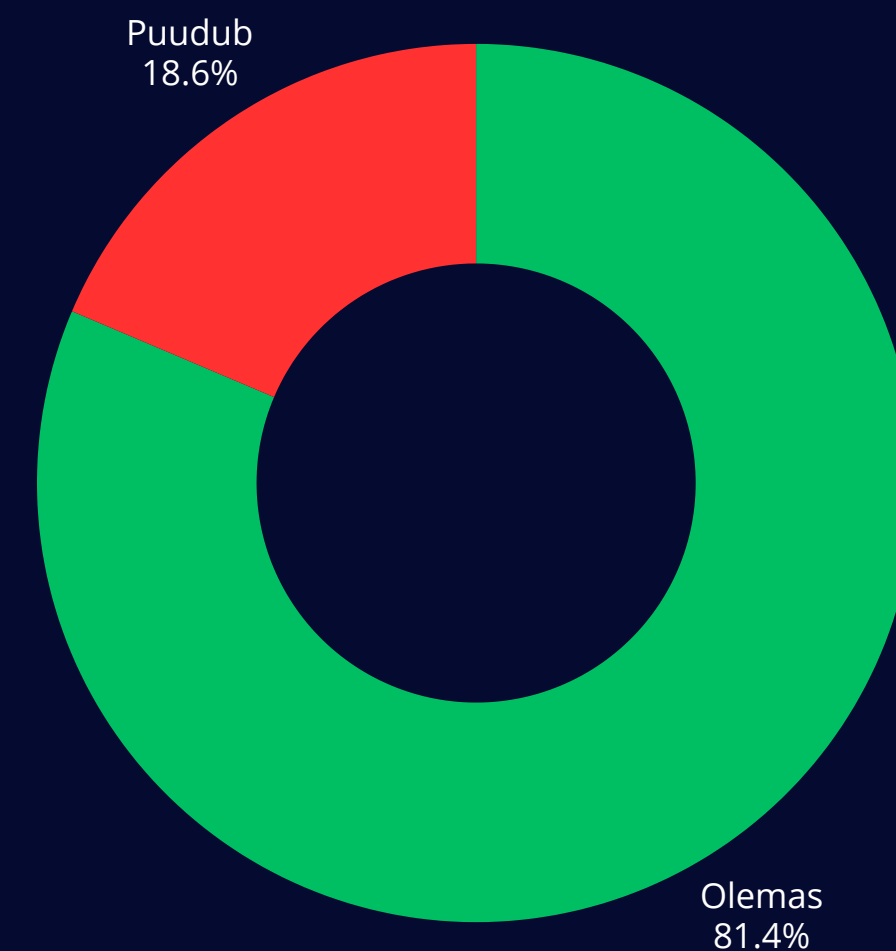
● Ajalehe aastane eelarve



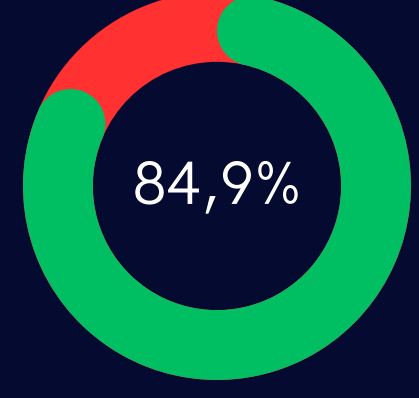
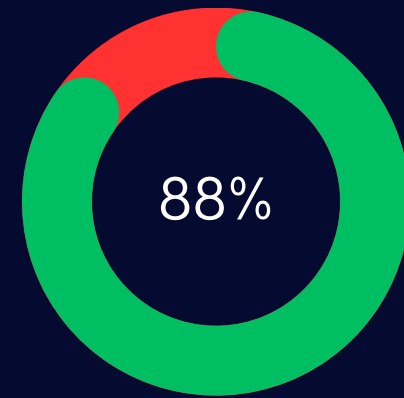
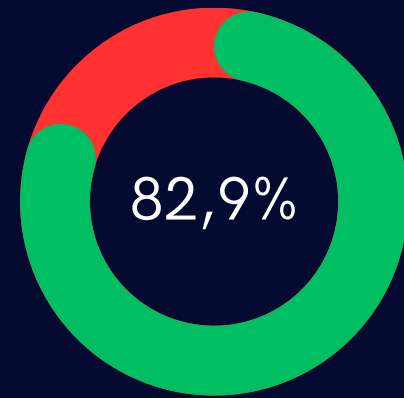
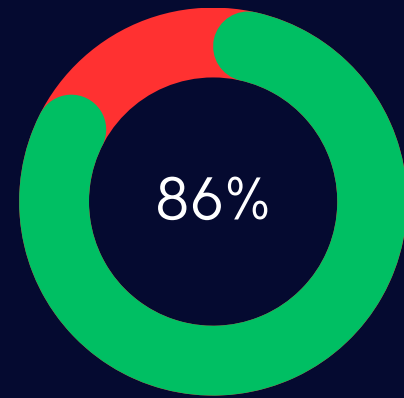
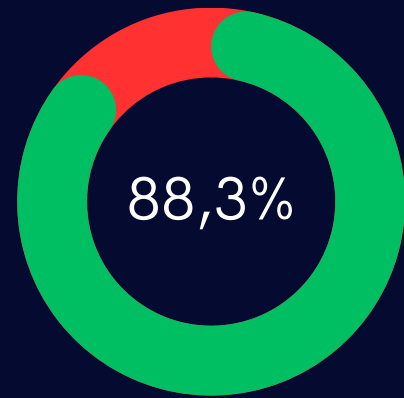
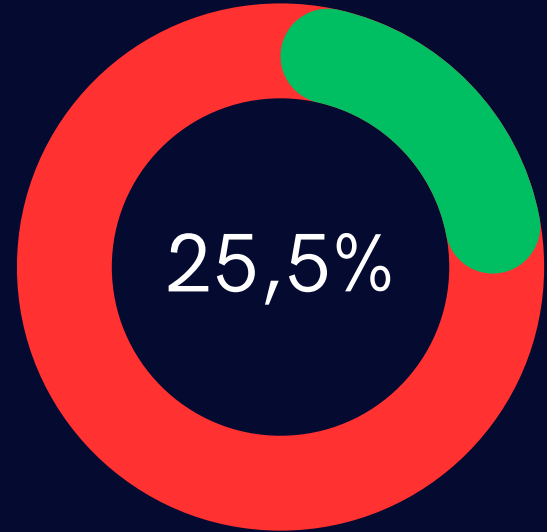
Kas lehes avaldatakse reklaame?



Kas on olemas reklaami hinnakiri?

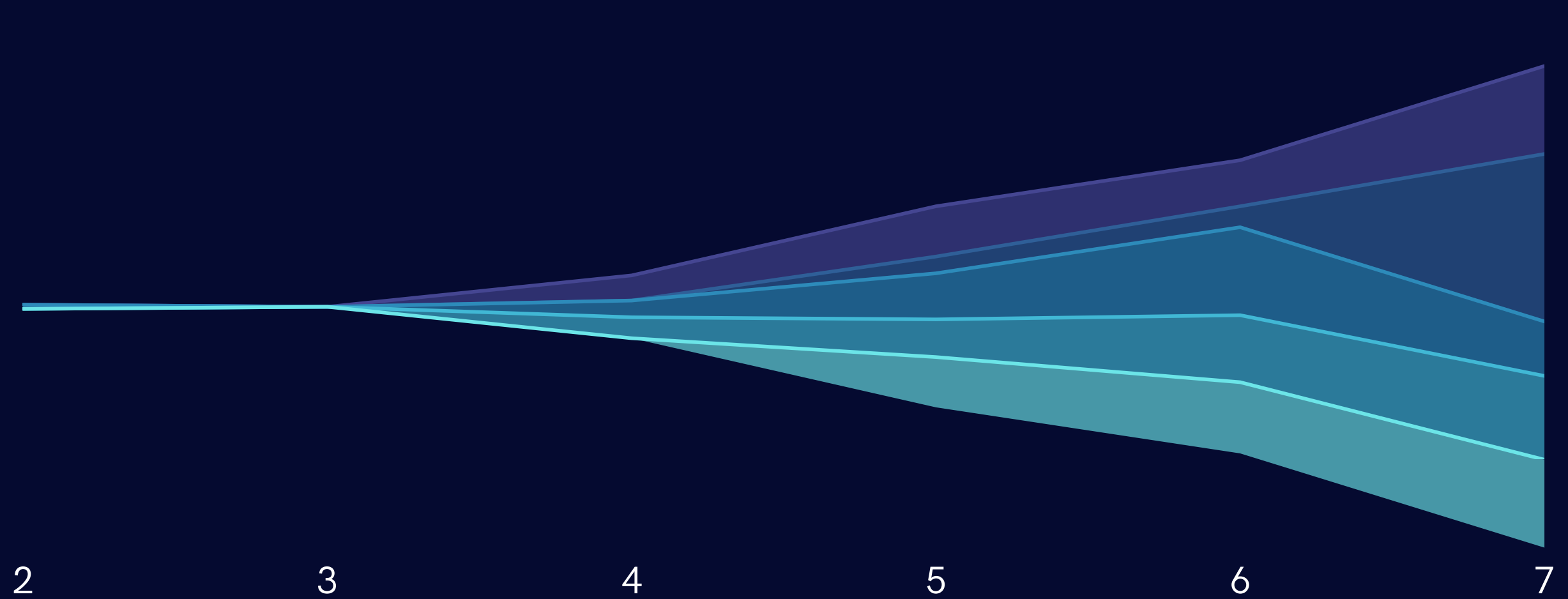
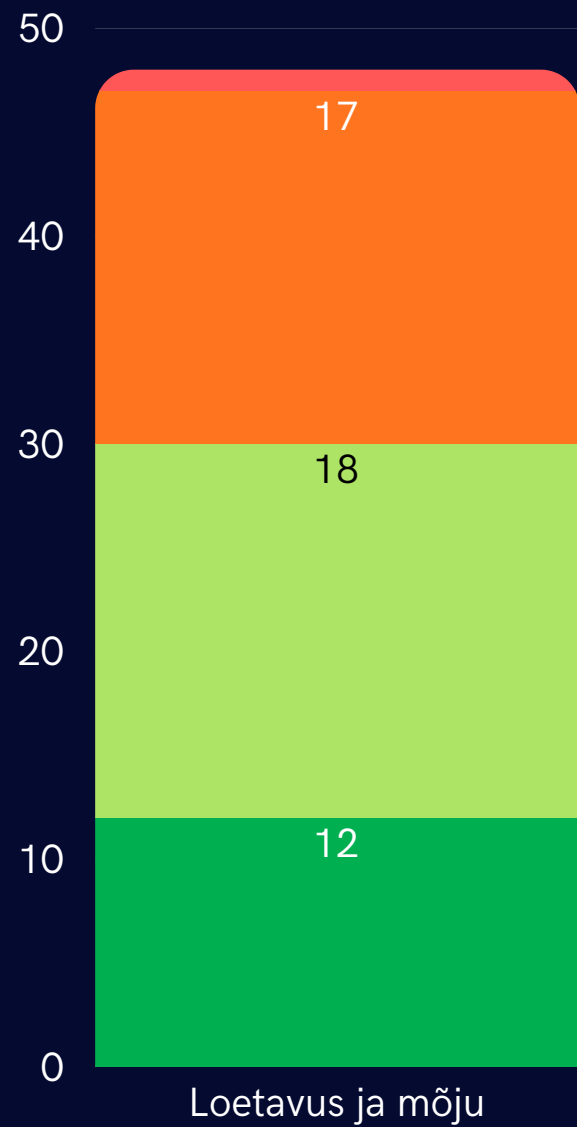


# Tagasiside küsitlus

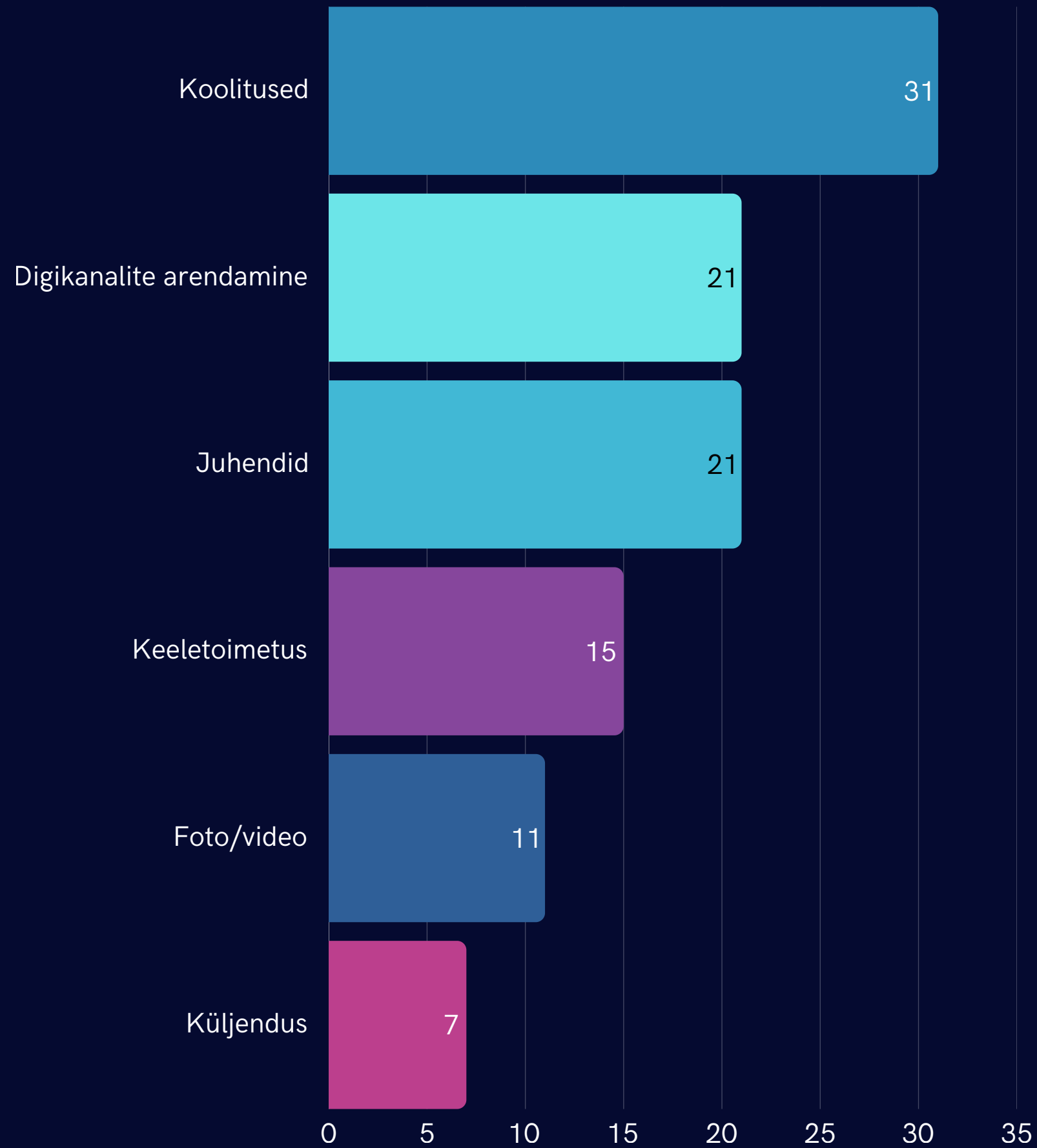


## Leht on ....

- Informeeriv
- Läbipaistev
- Tasakaalus
- Stiil ja keel
- Ilmumissagedus



Millist tuge vajate ...



Suurimad takistused ....

