

This is the basic behind the empirical analysis: we compare the daily
 advertising at price in different cities and different markets. We
 find that, for full-page display advertising, the fee varies significantly
 between cities. In addition, the advertising price for full-page display
 advertising is significantly higher in markets where a large number of
 newspapers are published. In order to evaluate what advertising in
 large display ads had different effects if available, we analyze
 the effect of advertising in large display ads on newspaper circulation.
 In order to evaluate the effect of advertising in large display ads on
 daily newspaper circulation, we analyze the advertising price in large
 display ads. The advertising price in large display ads is significantly
 higher in markets where a large number of newspapers are published.