

Advertising Readership Tracking Study

| | ARTS basic | ARTS extra | ARTS plus | e-ARTS |
|--|---|---|---|---|
| # of Ads Measured | Up to 30 ads | Up to 30 ads | Up to 30 ads Up to 20 articles | Up to 30 ads |
| Sample | 500 readers via mail | 500 readers via mail | 500 readers via mail | 5000 readers online |
| Data Gathered | Readers rate for: Recall Readership Believability Information value Actions taken | Readers rate for: Recall Readership Believability Information value Actions taken Verbatims: <i>What impression or message did you get from this ad?</i> | Readers rate for: Recall Readership Believability Information value Actions taken Verbatims: <i>What impression or message did you get from this ad?</i> | Readers rate for: Recall Readership Believability Information value Actions taken Verbatims: <i>What impression or message did you get from this ad?</i> |
| | Also includes: Up to five demographic and readership questions | Also includes: Up to five demographic and readership questions | Also includes: Up to ten demographic and readership questions Publications read and received | Also includes: Up to five demographic and readership questions Publications read and received |
| <i>All mail studies include full-color questionnaire, sent via 1st class postage (stamp), and \$1 incentives.</i> | | | | |

Deliverables (total turnaround time equals 6 weeks):

- Publisher Report – master copy containing all data and verbatim (2 bound copies plus PDF document)
- Advertiser Report – individualized report for each advertiser with data and applicable verbatim (PDF documents)
- Achievement Certificate – awarded to top scoring ad in each product category

Additional options:

- Pre-study letters mailed to advertisers
- Promotional brochures for use as leave-behinds on sales calls
- Advance postcards to readers