

AdStudy® offers objective research on the effectiveness of your advertising message. Complimentary research is available to you in the March and July issues of POWER.

The Signet Ad Study® generates direct leads from print ads while allowing readers to comment on their impression of the ad message, advertiser and products/services being promoted.



MEASURE YOUR PRINT ADVERTISING RETURN ON INVESTMENT

Find out if your ads have impact. Compare your advertising with the competition. Discover which ads score well. Test the impact of different ads. Learn how readers perceive the message of your ad through extensive verbatim feedback. Survey results are available approximately 10 weeks after the issue is mailed.

GENERATE LEADS FROM PRINT ADVERTISING

As readers take the survey and study your ad, they have the option to request more information from your company. Past advertisers have received up to 30 leads from the Signet AdStudy®.

1a. Were you aware of this company or their products/services before seeing this ad?
 Yes
 No

1b. Would you consider using this company if you had a need for their products/services?
 Yes
 No

1c. Which of the following attributes do you associate with this company?
(Please check ALL that apply.)

| | |
|--|--|
| <input type="checkbox"/> Quality Products/Services | <input type="checkbox"/> Good Reputation |
| <input type="checkbox"/> Good Service/Support | <input type="checkbox"/> Good Value |
| <input type="checkbox"/> Innovative | <input type="checkbox"/> None of the Above/ No Opinion |

1d. Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey.

MARCH ISSUE

AD CLOSE: FEBRUARY 11 • MATERIAL DUE: FEBRUARY 12

JULY ISSUE

AD CLOSE: JUNE 11 • MATERIAL DUE: JUNE 12

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