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®.

**MARCH ISSUE**

AD CLOSE: JANUARY 27 • MATERIAL DUE: FEBRUARY 1

**JULY ISSUE**

AD CLOSE: MAY 31 • MATERIAL DUE: JUNE 3

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