

Advertising Readership Tracking Study

	ARTS basic	ARTS extra	ARTS plus	e-ARTS
Measures	Up to 50 ads	Up to 50 ads	Up to 50 ads Up to 20 articles	Up to 50 ads
Surveys	500 readers via mail	500 readers via mail	500 readers via mail	2000 readers online
Asks	<p>Readers rate for: Recall Readership Believability Information value Actions taken</p>	<p>Readers rate for: Recall Readership Believability Information value Actions taken</p> <p>Verbatims: <i>What impression or message did you get from this ad?</i></p>	<p>Readers rate for: Recall Readership Believability Information value Actions taken</p> <p>Verbatims: <i>What impression or message did you get from this ad?</i></p>	<p>Readers rate for: Recall Readership Believability Information value Actions taken</p> <p>Verbatims: <i>What impression or message did you get from this ad?</i></p>
	<p>Also includes: Up to five demographic and readership questions</p>	<p>Also includes: Up to five demographic and readership questions</p>	<p>Also includes: Up to ten demographic and readership questions Publications read and received</p>	<p>Also includes: Up to five demographic and readership questions Publications read and received</p>
<p><i>All mail studies include full-color questionnaire, sent via 1st class postage (stamp), and \$1 incentives.</i></p>				

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