

## ARTS – Advertising Readership Tracking Study

	ARTS basic	ARTS extra	ARTS plus	e-ARTS
<b># of Ads Measured</b>	Up to 30 ads	Up to 30 ads	Up to 30 ads Up to 20 articles	Up to 30 ads Up to 20 articles
<b>Sample</b>	500 readers via mail	500 readers via mail	500 readers via mail	5000 readers online
<b>Data Gathered</b>	<b>Readers rate for:</b> Recall Readership Believability Information value Actions taken	<b>Readers rate for:</b> Recall Readership Believability Information value Actions taken	<b>Readers rate for:</b> Recall Readership Believability Information value Actions taken	<b>Readers rate for:</b> Recall Readership Believability Information value Actions taken
		<b>Verbatims:</b> <i>What impression or message did you get from this ad?</i>	<b>Verbatims:</b> <i>What impression or message did you get from this ad?</i>	<b>Verbatims:</b> <i>What impression or message did you get from this ad?</i>
	<b>Also includes:</b> Up to five demographic and readership questions	<b>Also includes:</b> Up to five demographic and readership questions	<b>Also includes:</b> Up to ten demographic and readership questions  Publications read and received	<b>Also includes:</b> Up to ten demographic and readership questions  Publications read and received
<i>All mail studies include full-color questionnaire, sent via 1<sup>st</sup> class postage (stamp), and \$1 incentives.</i>				
<b>Cost</b>	\$4,000	\$4,500	\$5,500	\$3,000

### Deliverables (total turnaround time equals 6 weeks):

- Publisher Report – master copy containing all data and verbatims (2 bound copies plus PDF document)
- Advertiser Report – individualized report for each advertiser with data and applicable verbatims (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