

AdStudy® Report

LINK FOR COUNSELORS
Fall 2018



Conducted By

SIGNET
RESEARCH INC.

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INTRODUCTION

This report contains the results of an **AdStudy®**, conducted by SIGNET RESEARCH, INC. using ads from the Fall 2018 issue of *LINK for Counselors*.

Established in 1968, SIGNET RESEARCH, INC. is a leading provider of Ad Measurement studies specializing in publication, association, and advertising research. Signet combines cutting edge technologies with a commitment to client customization through its proprietary AdStudies.

The objective of the **SIGNET AdStudy®** is to measure Recall and Readership of ads that appeared in a particular issue.

Readers from the publication's circulation list are invited to participate in this online study. The invitation is sent after they receive the issue to be studied and before receiving the next issue. Participants are connected to a Signet website where they view the ads to be measured.

This report is based on returns from 657 respondents. In order to reduce respondent fatigue a split sample technique was used, so that each respondent rated a portion of the studied advertisements, with the objective being a minimum base of 100 respondents per ad. In addition, in order to eliminate bias with regards to the order of viewing the ads, the sequence of viewing the ads was rotated.

By providing measurement scores to each ad and comparing it to others in the same issue, advertisers are given the opportunity to find new ways to better communicate with their audience and realize a stronger return of investment with their media buy. While these results represent a small sample of the magazine's total circulation, they do reflect the opinion and commentary of readers who are the most active, providing insight into how the general audience may react to the advertising.

SCORES USED IN THIS REPORT**Recall Seeing**

- the percentage of respondents who recalled seeing the advertisement in the issue.

Recall Reading

- the percentage of respondents who read the advertisement.

AdStudy® Score

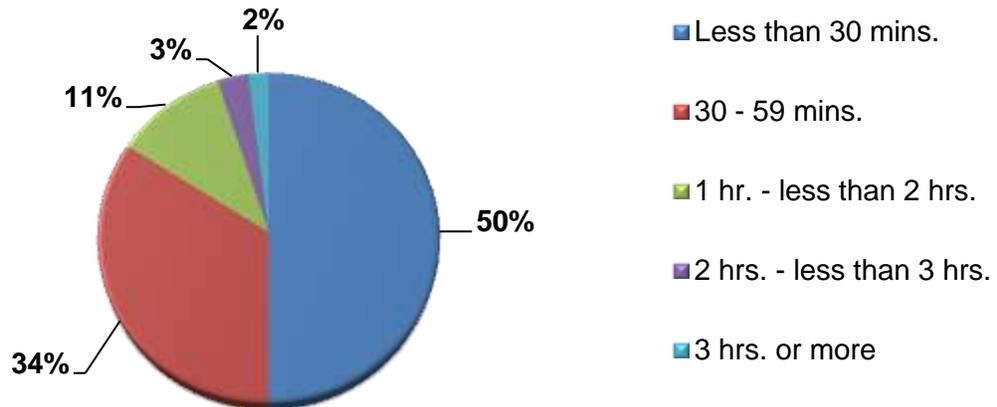
- a measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

Have Seen Representative

- the percentage of respondents who have seen an admissions/sales representative from the college/company advertising in the past six months.

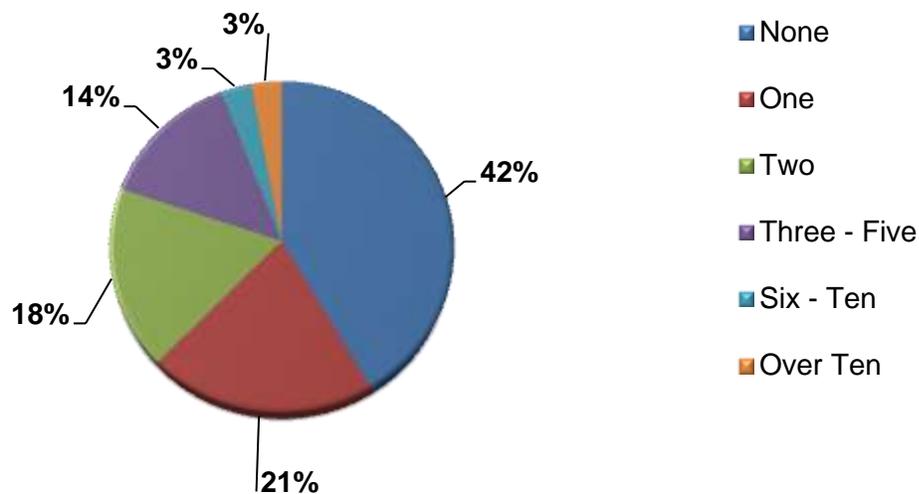
READER PROFILE

Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of *LINK for Counselors*?



Mean: 41 minutes

How many people, other than yourself, usually read or look through your issue of *LINK for Counselors*?



Mean Pass Along: 1.7 people
Total Readers Per Copy: 2.7 people

PUBLICATION VERBATIMS**Any comments on this issue of *LINK for Counselors* or topics you would like to see covered in future issues?**

- It's one of my favorites by far.
- I like the variety of articles especially ones I can share with seniors.
- I preferred the hard copy of this magazine. I like the articles and have copied the online ones for my colleagues. I think I paid more attention to the ads when I had a hard copy.
- How to manage all the variations of applications that are being used by colleges as well as electronic sending. Common App, Coalition, SendU, EDocs, etc., overwhelming and difficult for all.
- More scholarship opportunities.
- I like the topics I have seen and usually look through for the articles of interest.
- I did share the articles on SAT and Interviews from the previous issue with other counselors in my school as well as from two other schools.
- Retention.
- I really enjoy the information I get from LINK magazine. It helps me keep up-to-date on college information!
- Thank you. Some of the articles are helpful.
- Esports, technology in Admissions (Naviance, Parchment, etc.); how do other high schools share best practices?
- Specific lessons plan on career or college exploration.
- I enjoy the articles most of all. They are timely and relevant. I always keep my issues to go back to for reference. Keep doing what you are doing.
- Scholarship information.
- I get the e-mails but not the hard-copy of the issues. I find some of the articles pretty informative and helpful.

PUBLICATION VERBATIMS

- Love it - great articles and still love the "old school" hard copy to settle in and read through.
- Letters of recommendation and FERPA waiver.
- I find many articles very useful and tend to share something with a colleague or student & family from almost every issue. Thank you!
- Best issue I've read. I spent more time reading this issue than I have read any of the other ones. Very pertinent articles!
- This issue has a lot of pertinent information for students seeking various universities to apply to or at least look into.
- I always find an article that is informative and useful to my work. I frequently share articles with other professionals, parents and students.
- Love this magazine, always use it as reference.
- Like the magazine overall and its commitment to counselors.
- DACA students and their survival in universities.
- Good resource.
- I enjoy the articles in LINK...don't spend much time looking at the advertisements. The ones that I do look at are those that my students are interested in. Information for military dependents is of interest to my school.
- Thanks for the resource!
- Financial aids and scholarship opportunities.
- I like the LINK book. It has a lot of good articles and very useful information in it. Keep up the good work!
- I enjoy reading the articles. We are a poor, rural, white school and feel that we have limited resources. I would like to see more articles about it.
- Thanks for financial aid info and what do colleges look for in a student's application which I read recently...not sure what edition.
- Keep up the good work.

PUBLICATION VERBATIMS

- I like this publication and I think the topics are more wide-ranging and applicable than ASCA magazine. ASCA seems to have become somewhat political - and not as focused on the counseling profession.
- My link is sent via email. I don't find college ads that compelling - too many schools are the same on paper. Pay for kids to visit, especially low income inner city kids.
- Good advertising for schools I wouldn't think about normally.
- Would love an online version of this magazine.
- I appreciate the articles that I can share with students. Thank you!
- Updates on admissions at the national level, including decisions on latest lawsuits.
- More information on national scholarships.
- Magazine provides great information.
- LINK is a great magazine. Very informative.
- More about local colleges.
- My issue is sent online and I don't share it with my colleagues as they receive their own copies. I do use articles for my students and share information.
- How to be successful when going to college to complete the road traveled how to get scholarship money while in college.
- A lot of good information in one place.
- Parent-student loans for their college students.
- Helping Dreamers get to college, helping students with major learning disabling factors get to junior and community colleges.
- Thank you!
- It's a good newsletter - I save it every month.
- I get LINK on email so I look through it for articles that pertain to what my students are talking/asking about so I can use the info for a resource for them.

PUBLICATION VERBATIMS

- I would LOVE to see some research on the effectiveness of college marketing campaigns. I think so much of the stuff colleges send we school counselors ultimately goes straight into the garbage can. We just don't have the space for it in our small offices, there's too much for anything to really stand out (and I've seen it all), and with the internet there's just not much practical value in physical handouts. I'd love to see that in your publication!
- Thank you!!
- I think the articles are spot on!
- Helping students with transitioning from high school expectations to college expectations. What colleges support undocumented students.
- Scholarship opportunities & information re schools with specific majors.
- We are seeing a sharp increase of suicide assessments in our area. I wonder if there is a link between increased anxiety, and ultimately student suicidal ideation/ threats/ attempts, due to overcrowded classes. Due to understaffing, our high school classrooms have more than 40 students per class. Additionally, our school of more than 1000 students currently has only two full time school counselors.
- I always enjoy Link. There is a lot of great information in there for the readers with up to date additions. Thank you.
- Counselors often don't have time to sit down and read in their office. I am constantly busy. I would love to sit down and read more but I am impatient and need the straight facts because of how much I have going on. Keep it short, sweet, and to the point. I would like to see ethical issues and mental health in the issues, as well as different techniques to incorporate.
- I have shared the article on anxiety with many on my staff.
- The scholarship list was great to pass on to students.
- I look for articles from people in the field who I know and respect, and will always look for voices of school-based counselors (over other voices that are not relevant to my work).
- Career Pathways.
- Pretty much I do not pay attention to the ads if the school isn't on my student's radar. That is why I just glance over them. Maybe more schools from the South which my students will consider.

PUBLICATION VERBATIMS

- Love it; just have to make time to read it.
- Topics are pretty comprehensive.
- Survey of parents and prospective college students asking what their top concerns are. Information the changing landscape compared to college selection and choice in the past.
- Thank you!
- I really like the job feature, especially focusing on jobs that counselors don't know a lot about. I also like learning about technology.
- An article on how to prepare students with learning challenges for college, whether it be dyslexia, ADD, ADHD, or any other diagnosis that impacts the student's ability to learn in a traditional manner.
- Good job; always full of helpful information.
- Helpful ideas for dealing with unmotivated students.
- I LOVE this resource and the articles about school counseling. I have started printing some of the articles that can help parents in the college search process to use during my meetings. It is always nice to have links and other resources to direct parents to.
- Articles in this issue were helpful. I printed 3 of them off the website to share with students.
- More information for how school counselors can collaborate with university admissions professionals.
- One of my favorite publications. I resource it many times for students and teacher and share articles with parents.
- Military readiness, ASVAB news. Senior year (high school) checklist to prepare for college applications, admissions, etc.
- Controversial issues are okay to cover; current news related to admissions, not the same old how to write an essay, etc.

PUBLICATION VERBATIMS

- I had not taken the time to really look through the information in the past. I'll be more diligent with that in the future. As many colleges, contact information, and opportunities that can be detailed, the better.
- Scholarships and ways to pay for college/post -secondary institutions.
- Balance between classes, friends, family, and extra-curricular activities for high school students.
- I only get the on-line version but I have signed up to get the hardcopy so I can share it in my office.
- The information is always helpful.

TOP 5 ADSTUDY® SCORES*



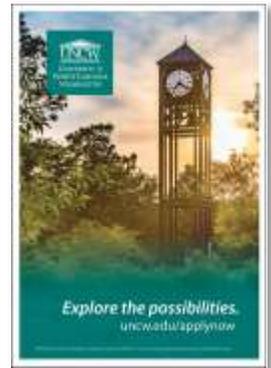
Ronald Reagan Presidential Foundation & Institute: 98

Baylor Institute for Air Science: 93

University of North Carolina Wilmington: 81

University of California, Davis: 79

Central Arizona College: 76



*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.

ADVERTISER SCORES

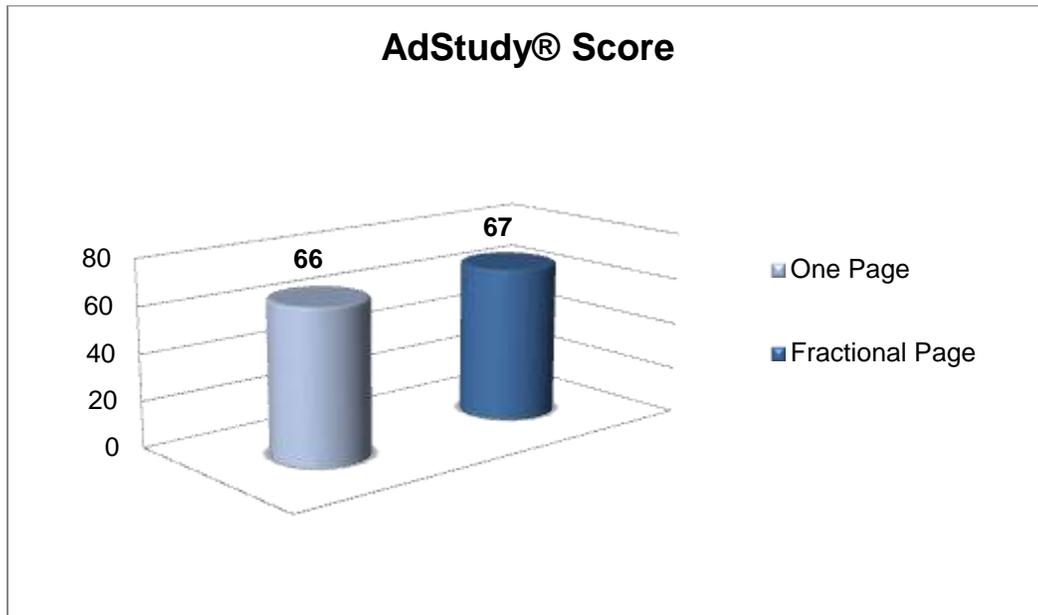
| Advertiser | Size | Page | AdStudy® Score* | Recall Seeing | Recall Reading | Have Seen College Rep |
|--|----------|-------|--------------------|------------------|-------------------|--------------------------|
| Ronald Reagan Presidential Foundation & Institute | 1/2 page | 36 | 98 | 50% | 48% | 7% |
| Baylor Institute for Air Science | 1/2 page | 27 | 93 | 54% | 39% | 15% |
| University of North Carolina Wilmington | 1 page | C.4 | 81 | 45% | 36% | 8% |
| University of California, Davis | 1 page | 4 | 79 | 44% | 35% | 8% |
| Central Arizona College | 1 page | 29 | 76 | 40% | 36% | 3% |
| Landmark College | 1/2 page | 7 | 75 | 41% | 34% | 9% |
| Hofstra University | 1 page | C.3 | 72 | 41% | 31% | 16% |
| Gannon University | 1 page | 10 | 71 | 40% | 31% | 6% |
| Texas A&M Corpus Christi | 1/2 page | 51 | 70 | 38% | 32% | 7% |
| Mercyhurst University | 1 page | 5, 55 | 68 | 38% | 30% | 8% |
| Salisbury University | 1/2 page | 32 | 67 | 40% | 27% | 5% |
| University of Evansville | 1/2 page | 44 | 67 | 37% | 30% | 5% |
| Kean College | 1/2 page | 18 | 65 | 35% | 30% | 6% |
| Utica College | 1/2 page | 12 | 62 | 34% | 28% | 9% |
| Touro College, New York School of Career & Applied Studies | 1 page | 9 | 61 | 34% | 27% | 3% |
| Hofstra University | 1/2 page | 63 | 55 | 31% | 24% | 15% |
| Lynn University | 1 page | C.2 | 55 | 30% | 25% | 11% |
| Touro College, New York School of Career & Applied Studies | 1/2 page | 60 | 52 | 29% | 23% | 2% |
| Hampton University | 1 page | 34 | 51 | 30% | 21% | 4% |
| Utica College | 1/2 page | 57 | 51 | 29% | 22% | 8% |
| Texas A&M Kingsville | 1/2 page | 13 | 50 | 27% | 23% | 5% |

ADVERTISER SCORES

| Advertiser | Size | Page | AdStudy® Score* | Recall Seeing | Recall Reading | Have Seen College Rep |
|--------------------------------|--------|-----------------------|--------------------|------------------|-------------------|--------------------------|
| University of Houston-Victoria | 1 page | 3 | 50 | 27% | 23% | 4% |
| TOTAL ISSUE AVERAGE | | | 67 | 37% | 30% | 7% |
| SIZE AVERAGES | | NO. OF ADS | | | | |
| One Page | | 10 | 66 | 37% | 30% | 7% |
| Fractional Page | | 12 | 67 | 37% | 30% | 8% |

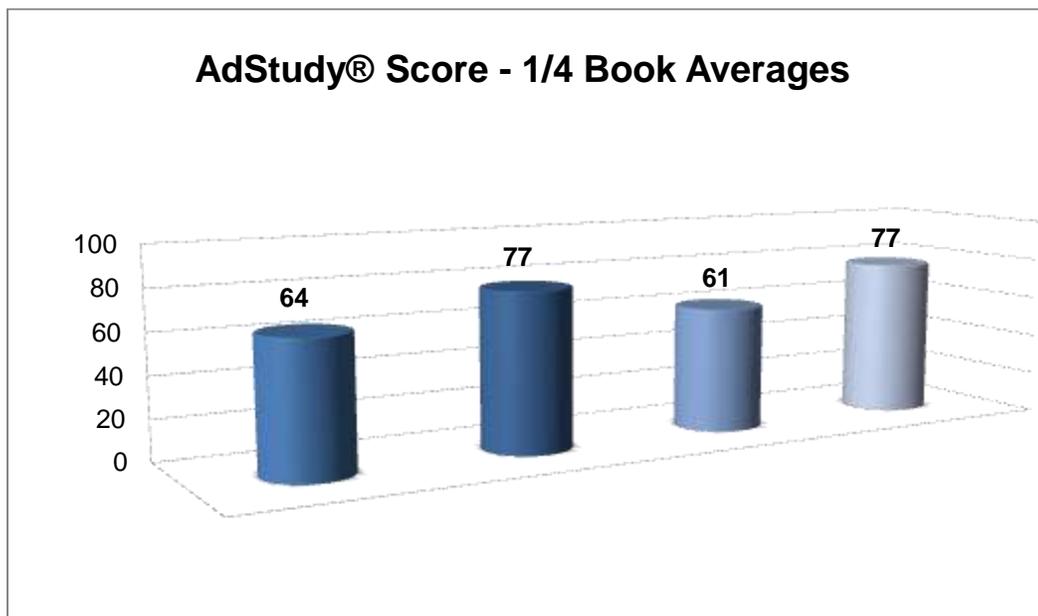
*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.
Percentages may not add up due to rounding.

SIZE AVERAGES



The above are averages for the sizes of ads in this issue
(i.e. 66 is the average score for the One Page ads)

READER TRAFFIC FLOW CHART



The above are averages per 1/4 of the magazine
(i.e. 64 is the average score for the first 1/4 of the book)

PUBLICATION NORMS THROUGH FALL 2018

| | AdStudy® Score* | Recall Seeing | Recall Reading | | |
|--|----------------------------|--------------------------|---------------------------|------------------------|--|
| Total Issue Average | 74 | 41% | 34% | | |
| One Page or More | 79 | 43% | 36% | | |
| Fractional Page | 70 | 38% | 32% | | |
| | | | | | |
| | <u>1st Qtr.</u> | <u>2nd Qtr.</u> | <u>3rd Qtr.</u> | <u>4th Qtr.</u> | |
| Reader Traffic Flow (1/4 Book Averages) | 74 | 76 | 71 | 84 | |

Total Ads Assessed: 117

*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.