



AdStudy® Report

LINK FOR COUNSELORS
Fall 2020



Conducted By

SIGNET
RESEARCH INC.

267 S. Dean St., Englewood, NJ 07631
201.945.6903 | signetresearch.com

- 2** Introduction
- 3** Scores Used in this Report
- 4** Reader Profile
- 5** Publication Verbatim Comments
- 9** Top 5 AdStudy® Scores
- 10** Advertiser Scores by Rank
- 12** Size/Placement Averages
- 13** Publication Norms

INTRODUCTION

This report contains the results of an **AdStudy®**, conducted by SIGNET RESEARCH, INC. using ads from the Fall 2020 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 621 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 on 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

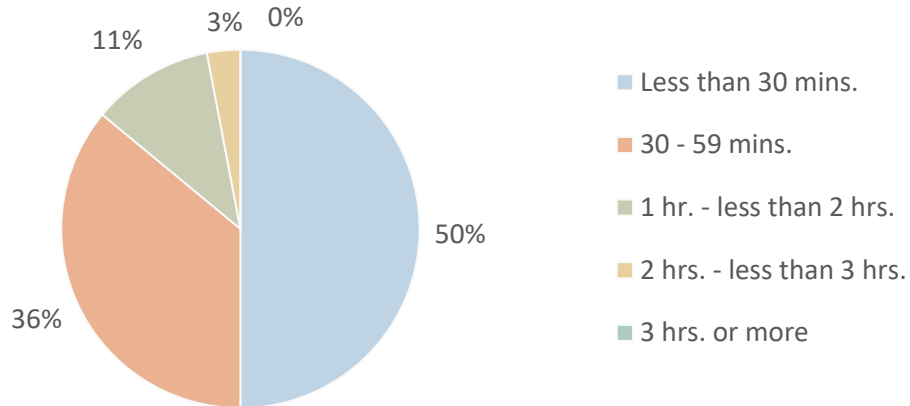
- a measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

Have Seen Sales Representative

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

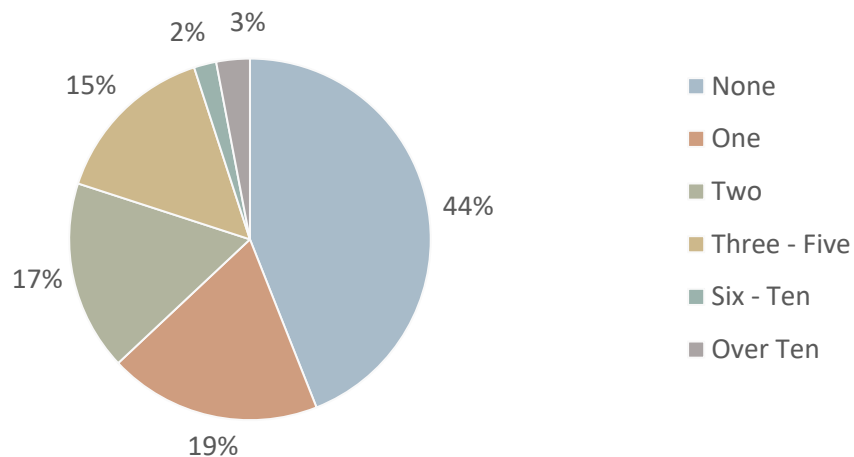
READER PROFILE

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: 39 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?

- I love your magazine.
- Thanks for all you do. I appreciate your articles and relevance.
- I'd like to see more info about universities in LA because that's where we're located. Very few of our students venture out of the state.
- College info is always relevant, also mental health issues for today's students (high school, dual credit, college) would be good.
- Upcoming trends in admissions.
- The college related articles are usually very good and informative.
- I would love to see more info on colleges in Georgia and south east area. Issues on stress/ anxiety management would be great.
- Love that the articles are short, can be references easily.
- I appreciate the topics chosen and find relevance in most of the articles.
- What to do when your school is not on board with providing diversity training or allowing student organizations like LGBTQ groups or affinity groups.
- Pandemic issues and college counseling.
- I need examples, specific, etc. I can look up ranking online, it is the personal stories that get my attention.
- I prefer the paper and pencil version just because I'm not of the online generation.
- Pros and Cons of taking Dual Enrollment classes vs AP level classes.
- Love the magazine, especially the hard copies, wish I could afford more to share.

PUBLICATION VERBATIMS

- I would like to see more schools that are closer to my high school geographically, I think my students would find it more beneficial.
- Colleges offering internships and financial aid information.
- It's all good.
- The impact of COVID-19.
- Financial Aid and scholarship topics...and now distance learning along with struggling with world issues such as COVID.
- I really like the articles - I just read it more when I have time - breaks (vacation or summer) I like that I receive it through an email too I have not looked at this issue yet - I just pulled it out of my bag - I have been carrying it around for a week - because I will read it.
- Program-specific to new innovative college majors. Focus on up and coming majors of the future that are starting now.
- Impact of COVID-19 on the following: 1. How various colleges handled the pandemic. Did they allow some or all sports to practice and/ or play as usual? What safety measures were implemented to keep students and staff safe? 2. How did it impact various colleges majors/ program offerings. What was cut or diminished due to Covid? 3. Impact on scholarships and financial aid. 4. How will technology distance learning be implemented in a post-Covid era at each college? What did colleges learn from Covid as an institution of education?
- How these universities will look at diversity on their campuses and how students can access their scholarship pages.
- Maybe something on working with international students.
- I really enjoy reading interesting articles that benefit both counselors and teachers who write letters of recommendations.
- I like to see more articles about testing and distance learning during COVID.
- Appreciate the articles and helpful materials provided in the LINK Issues.

PUBLICATION VERBATIMS

- I enjoy articles that relate to the college search and going process that I can share with parents/students on Facebook.
- I liked the articles on students investing in themselves and the other one on plagiarism both very helpful for our kids preparing for graduation.
- I believe it must be short and to the point.
- Topics about how COVID is affecting college admissions -would like to hear directly from college admissions reps.
- I liked the article about STEM careers in the wake of COVID-19 and the COVID-19 careers article. I am going to use the "Application Tips" and the essay writing articles with my juniors who are starting their college search.
- More schools from the south.
- More information on trends with test optional; also, I'd love an interview or something with someone official from ACT or SAT about how they are planning to go forward from here.
- More Christian based schools would be helpful at our school. Having diversity.
- Good topics to share with students -- letters of rec and a reminder to many of our counselors to READ first then again for suggesting etc.
- I think it would be nice to see articles about how online learning is impacting college applications and enrollment. How schools are supporting students during online learning. How are students being impacted by losing out on so many on campus opportunities.
- Good, helpful articles.
- Articles and research on how Virtual education is going to impact on and change how colleges operate in the future. Covid 19 has been a challenge. But it is forcing us to adapt, innovate, and be more resourceful.
- I tend to find one or more articles that I want to take special time to read or share with a colleague. This is one of my favorite pieces of mail each month Thank you!
- Prefer the hard copy to the online.

PUBLICATION VERBATIMS

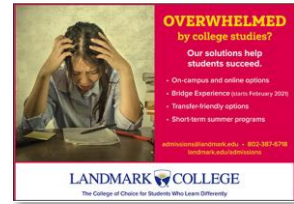
- I enjoy looking through LNK because it exposes me to a variety of colleges, I may not be familiar with, and that is helpful when I advise students.
- College essay tips, test optional effects?
- They need to be more geographical to the area. Most of our students want info from where they live and surrounding areas.
- I always appreciate LINK and at times share the articles with students and/or colleagues.
- It is wonderful...although ad heavy, I enjoy the ads (and normally read them but this fall due to COVID I didn't as much).
- In Texas the focus is not just on college, but also on career and military, so more information on those would be helpful as well.
- Your topics are spot on! Thanks for making them not too long!
- Anything COVID related the effect of colleges going test- optional.
- I think the issues are full of new information and colleges that we normally don't get to learn about during College Fairs or virtual meetings, so the LINK issues have been something I look forward to reading.
- Scholarships.
- I would be delighted to write about how to evaluate and compare the quality of a program or major at different universities. I presented on this at NACAC.
- I read a lot of the short informational articles. I also forward on the magazine or articles to people I feel would benefit from the information in our district. I find the articles are informative and a good refresher of information. Sometimes they have new information I haven't thought about before and really appreciate it!
- Any advice for distance learning and how we can help students and teachers would be appreciated.
- I enjoy LINK and find the articles useful for students and parents.

TOP 5 ADSTUDY® SCORES*

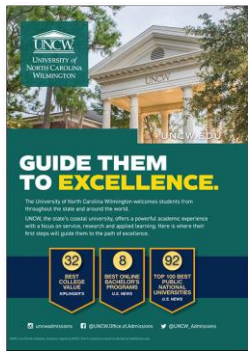
1. Michigan State University: 113



2. Landmark College: 101



3. University of North Carolina Wilmington: 93



4. Midwestern State University: 92



5. Mercyhurst University: 85



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

ADVERTISER SCORES

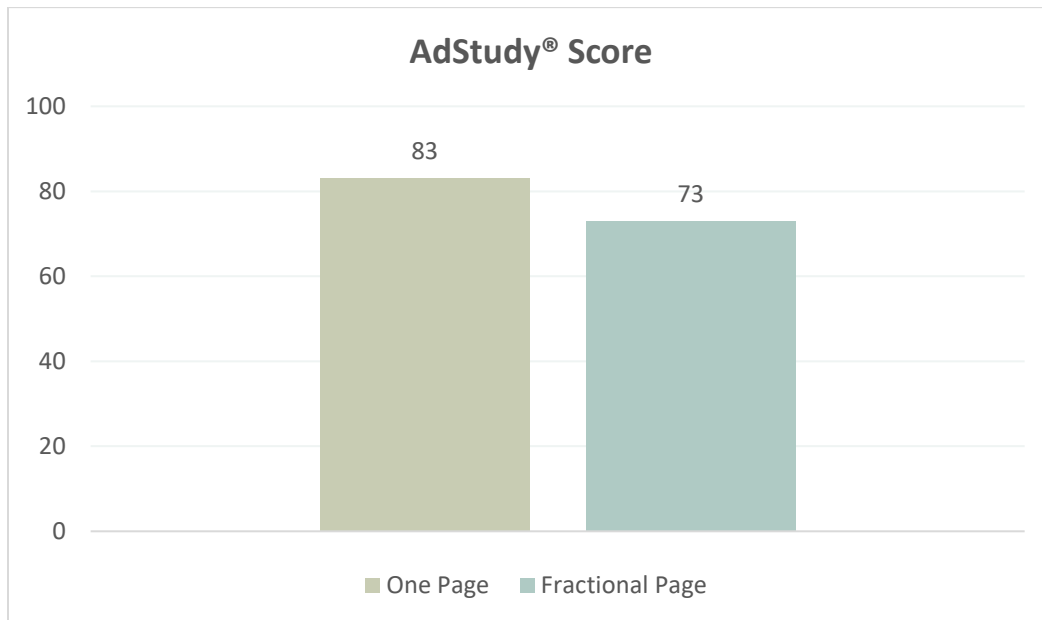
Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen College Rep
Michigan State University	1 page	C.2	113	61%	52%	16%
Landmark College	1/2 page	7, 56	101	54%	47%	6%
University of North Carolina Wilmington	1 page	4	93	50%	43%	6%
Midwestern State University	1/2 page	25	92	48%	44%	7%
Mercyhurst University	1 page	5, 52	85	47%	38%	4%
Texas A&M University-Kingsville	1/2 page	22	84	43%	41%	4%
Gannon University	1 page	10	83	46%	37%	5%
University of Houston-Victoria	1 page	3	81	45%	36%	4%
Salisbury University	1/2 page	37	78	47%	31%	4%
Texas A&M Corpus Christi	1/2 page	13	78	44%	34%	7%
University of Charleston	1 page	C.4	78	42%	36%	6%
Hampton University	1 page	C.3	73	45%	28%	4%
Virginia Tech Corps of Cadets	1/2 page	57	73	39%	34%	7%
Utica College	1/2 page	31	71	41%	30%	6%
Husson University	1/2 page	26	68	36%	32%	2%
Lycoming College	1/2 page	33	66	38%	28%	6%
Kean University	1/2 page	16	61	34%	27%	5%
Lynn University	1/2 page	63	56	33%	23%	9%
Touro College, New York School of Career & Applied Studies	1 page	9	56	32%	24%	1%

ADVERTISER SCORES

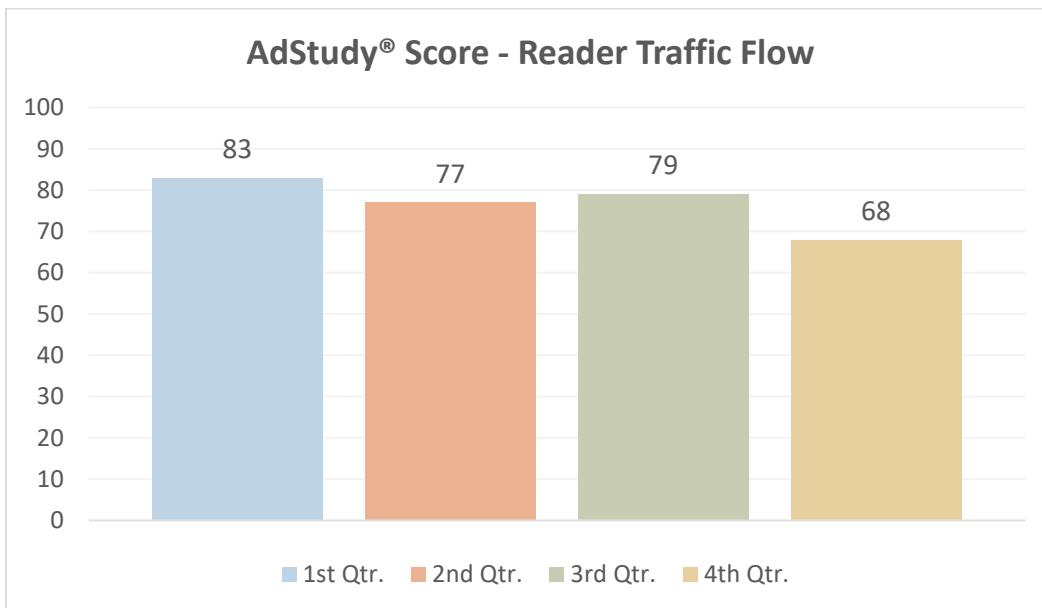
Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen College Rep
Touro College, New York School of Career & Applied Studies	1/2 page	64	53	31%	22%	1%
TOTAL ISSUE AVERAGE			77	43%	34%	6%
SIZE AVERAGES		NO. OF ADS				
One Page		8	83	46%	37%	6%
Fractional Page		12	73	41%	33%	5%

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

SIZE/PLACEMENT AVERAGES



The above are averages for the sizes of ads in this issue
(i.e. 83 is the average score for the One Page ads)



The above are averages per 1/4 of the magazine
(i.e. 83 is the average score for the first 1/4 of the book)

**PUBLICATION NORMS THROUGH
FALL 2020**

	AdStudy® Score*	Recall Seeing	Recall Reading		
Total Issue Average	76	42%	34%		
One Page or More	80	44%	36%		
Fractional Page	72	40%	33%		
				<u>1st Qtr.</u>	<u>2nd Qtr.</u>
Reader Traffic Flow (1/4 Book Averages)	78	77	76	76	81

Total Ads Assessed: 155

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