

## AdStudy® Report

Link For Counselors  
Fall 2021



Conducted By  
**SIGNET**  
RESEARCH INC.

Introduction	3
Scores Used In This Report	4
Reader Profile	5
Publication Verbatims	6
Top 6 Scores	9
Advertiser Scores	10
Size/Placement Averages	12
Publication Norms	13

This report contains the results of an **AdStudy**®, conducted by SIGNET RESEARCH, INC. using ads from the Fall 2021 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 463 respondents. 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****AdStudy Score**

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

**Recall Seeing**

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

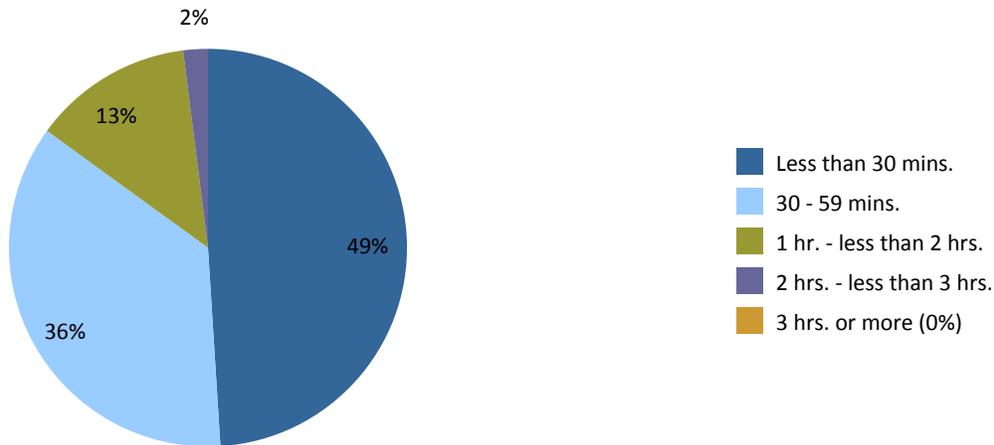
**Recall Reading**

The percentage of respondents who read the advertisement.

**Have Seen Salesperson**

The percentage of respondents who have seen a salesperson from the company advertising or sales representation for the product advertised.

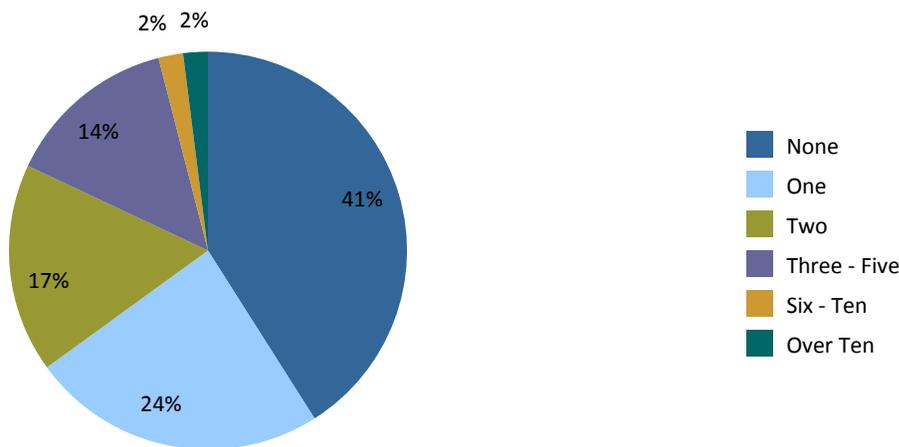
Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of LINK for Counselors?



Mean (minutes): 37.6

Percentages may not add up to 100% due to rounding.

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



Mean (pass-along): 1.5

Percentages may not add up to 100% due to rounding.

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

- When to decide to send scores vs not when the score is only 10-20 off of median. Should you always apply directly to major or try to back door it? IE Cornell hotel management for something else.
- The articles are varied and cover topics on a regular rotating basis so far. Keep it up.
- Each counselor in our building receives a copy as I ordered one for all of us.
- How they are addressing safety in the face of the pandemic and pervasive bomb threats.
- Like scholarship section.
- I send articles to clients and colleagues. This was a GREAT and super helpful issue.
- I would like to receive the magazines in print!
- Just stay away from the fine print big and bold captures my eye.
- Not really, it's a great magazine with lots of useful information.
- Remember that LINK is also read by international counselors and students.
- More scholarships and opportunities for students.
- The information provided in the advertisers are great resources. Providing the version via email and hard copy allows me to display the book in my College and Career Center for others to read.
- You have written some really great articles that pertain to current events in the counseling world.
- I like the topics, quick reads, etc. Very helpful for my school counseling intern.
- I want to be able to go back and share some of the articles - but it seems you can't.
- Great resource for our school college guidance team. It would be much appreciated if we could continue receiving printed version of LINK.
- I love that you can grab and get info students need right away.

**PUBLICATION VERBATIMS**

- Many of the articles are very good and informative.
- I have had several conversations with teachers who are frustrated with the behaviors of students upon returning to the classroom. The behaviors are lagging behind by approximately the amount of time they were in quarantine. For example, a sixth-grade female (who does not have any learning or behavior disabilities) dropped on the floor and pitched a fit in response to not getting her way. Clearly, this would not be acceptable in 4th-grade, but it would be closer to 4th-grade psychological development. Is there a study on how to support teachers who are exhausted mentally and physically from having to back-track not only academically, but behaviorally instruction?
- A lot of good information.
- More on access and equity and HOW we can help reform the ridiculousness of applications (courses and grades/SRAR and SSAR/supplemental essays that aren't apparent when first reviewing an application).
- Any information we can share with students on how to find the right career match and that it is okay to start college undecided. Study, academic, and personal traits of successful college students.
- Testing anxiety.
- I like the topics in the past issues. I would like to see an article on talking to students who are in danger of not graduating (and their parents). Keeping our students motivated, especially after Covid, has been a struggle.
- I would love an article about how to get the most out of counselor fly-in or drive-in type events.
- I wish the use (and overuse) of adjuncts would be covered. Schools that have legions of adjuncts - who teach for little many and usually get no benefits - cost little to run. But admin salaries are high! As an educator, this sickens me. Higher Ed has become a commodity, run for profit only.
- Scholarships, financial aid, majors, career trends.
- I love the articles and resources provided by this magazine. It's a great resource. I tend to avoid the ads as I am short on time and looking for the articles only.
- I shared the electronic copy with my district counseling coordinator who then in turn shared it with all high school counselors.

## PUBLICATION VERBATIMS

- I still think the more financial aid or scholarship information you can provide would be great.
- I really enjoy the careers articles that come up in LINK, especially ones that are emphasized more because of the pandemic. There are some great opportunities for students in the future! I would ask that the information on new careers and how to obtain them keeps getting put into the publication. It is very useful information and helps stay on top of the trends!.
- Gap years, 1st year college experience and what should be tell our seniors (interviews with college freshmen).
- SEL is the hot topic now, so maybe some mental health and wellness tips for students?
- I'm just really glad to know more about the magazine and enjoyed the survey! Maybe articles on how students can best take care of their Mental Health their freshman year in college.
- Great resource.
- Some good topics.
- Lots of ads. Need more articles. Like the professional advice.
- I think LINK for Counselors does a great job bringing us relevant information each year.
- More information regarding adjustment to college and universities and resources to navigate the experience.
- It would be great to see first year earnings of graduates who are employed 6 months after degree completion, with major.
- The good, bad, and ugly takeaways of how applying to college, paying for college, and attending college has changed due to our response to COVID these past two years.
- Best ways to share summer program options to students. Especially science focused ones.
- Test optional.

# 1. Michigan State University: 105



# 2. University of North Carolina Greensboro: 96



# 3. Virginia Tech Corps of Cadets: 92



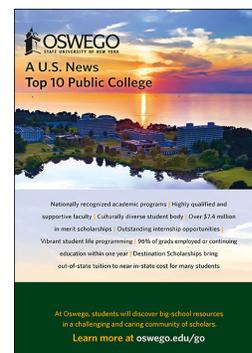
# 4. Baylor Institute for Air Science: 90



# 5. Mercyhurst University: 88



# 5. State University of New York at Oswego: 88



AdStudy Score: A measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

**ADVERTISER SCORES**

Advertiser	Size	Page	AdStudy Score	Recall Seeing	Recall Reading	Have Seen Salesperson
Michigan State University	1 page	C2	105	57%	48%	15%
University of North Carolina Greensboro	1 page	32	96	52%	44%	7%
Virginia Tech Corps of Cadets	1/2 page	67	92	50%	42%	8%
Baylor Institute for Air Science	1/2 page	23	90	48%	42%	9%
Mercyhurst University	1 page	5, 69	88	51%	37%	5%
State University of New York at Oswego	1 page	4	88	47%	41%	9%
University of Charleston	1/2 page	17	87	49%	38%	5%
Johnson & Wales University	1/2 page	42	86	45%	41%	13%
Midwestern State University	1/2 page	31	85	46%	39%	3%
Grand Canyon University	1 page	35	85	48%	37%	15%
Lycoming College	1/2 page	7	83	46%	37%	5%
Texas A&M; University-Kingsville	1/2 page	50	83	44%	39%	5%
Landmark College	1 page	C4	83	47%	36%	7%
Texas A&M; University Corpus Christi	1/2 page	13	81	45%	36%	6%
Gannon University	1 page	21	80	44%	36%	5%
Salisbury University	1/2 page	53	78	45%	33%	6%
Hampton University	1 page	C3	77	47%	30%	5%

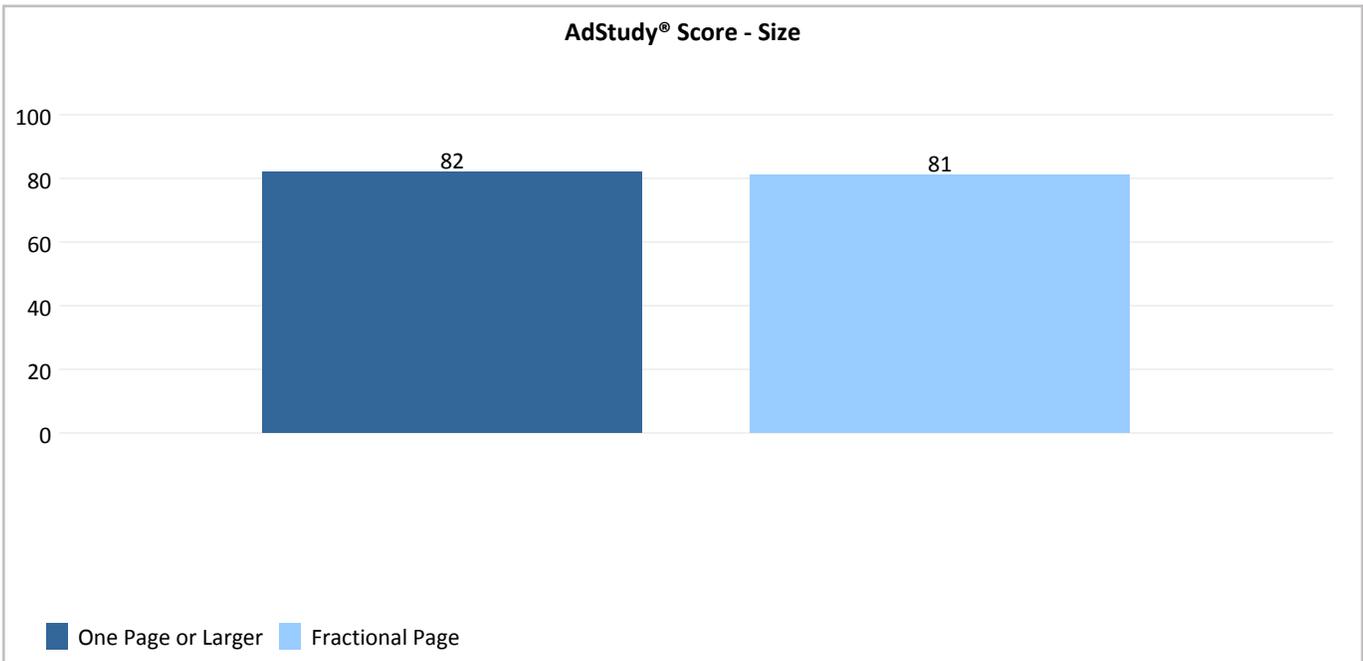
**ADVERTISER SCORES**

Advertiser	Size	Page	AdStudy Score	Recall Seeing	Recall Reading	Have Seen Salesperson
Landmark College	1/2 page	18	75	41%	34%	7%
University of North Carolina Wilmington	1 page	10	74	42%	32%	4%
University of Houston-Victoria	1 page	3	71	40%	31%	4%
Touro College, New York School of Career & Applied Studies	1 page	9	68	37%	31%	5%
Kean University	1/2 page	20	65	36%	29%	3%
Utica College	1/2 page	61	64	36%	28%	7%
Touro College, New York School of Career & Applied Studies	1 page	62	62	35%	27%	5%
<b>TOTAL ISSUE AVERAGE</b>			<b>81</b>	<b>44%</b>	<b>36%</b>	<b>6%</b>

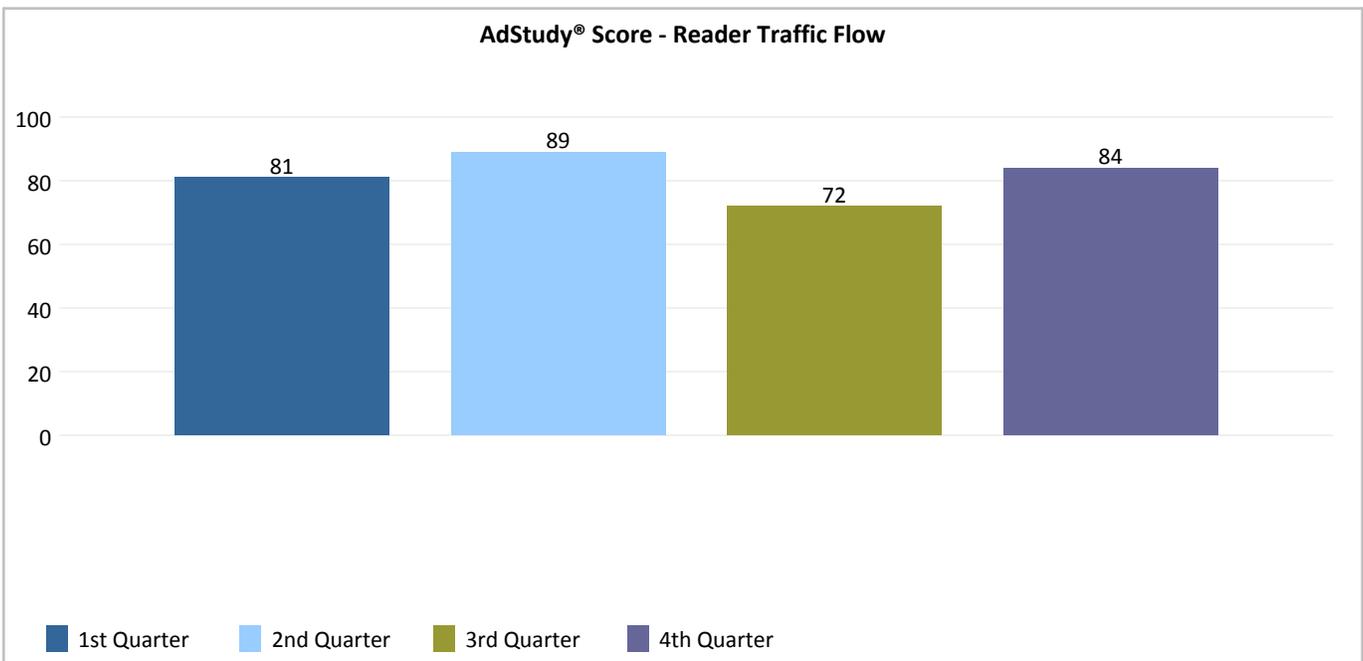
SIZE AVERAGES	NO. OF ADS	AdStudy Score	Recall Seeing	Recall Reading	Have Seen Salesperson
<b>One Page or Larger</b>	<b>12</b>	<b>82</b>	<b>46%</b>	<b>36%</b>	<b>7%</b>
<b>Fractional Page</b>	<b>12</b>	<b>81</b>	<b>44%</b>	<b>37%</b>	<b>6%</b>

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**SIZE/PLACEMENT AVERAGES**



The above are averages for the sizes of ads in this issue  
 (i.e. 82 is the average score for the One Page or Larger ads)



The above are averages per 1/4 of the magazine  
 (i.e. 81 is the average score for the first 1/4 of the book)

**PUBLICATION NORMS**

	<b>AdStudy Score</b>	<b>Recall Seeing</b>	<b>Recall Reading</b>
<b>Total Issue Average</b>	<b>76</b>	<b>42%</b>	<b>35%</b>
<b>One Page or Larger</b>	<b>80</b>	<b>44%</b>	<b>36%</b>
<b>Fractional Page</b>	<b>73</b>	<b>41%</b>	<b>33%</b>

	<b>1st Qtr.</b>	<b>2nd Qtr.</b>	<b>3rd Qtr.</b>	<b>4th Qtr.</b>
<b>Reader Traffic Flow (1/4 Book Averages)</b>	<b>78</b>	<b>77</b>	<b>76</b>	<b>81</b>

Total Ads Assessed: 179