



LINK For Counselors
Fall 2022



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This report contains the results of an **AdStudy®**, conducted by SIGNET RESEARCH, INC. using ads from the Fall 2022 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 357 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.

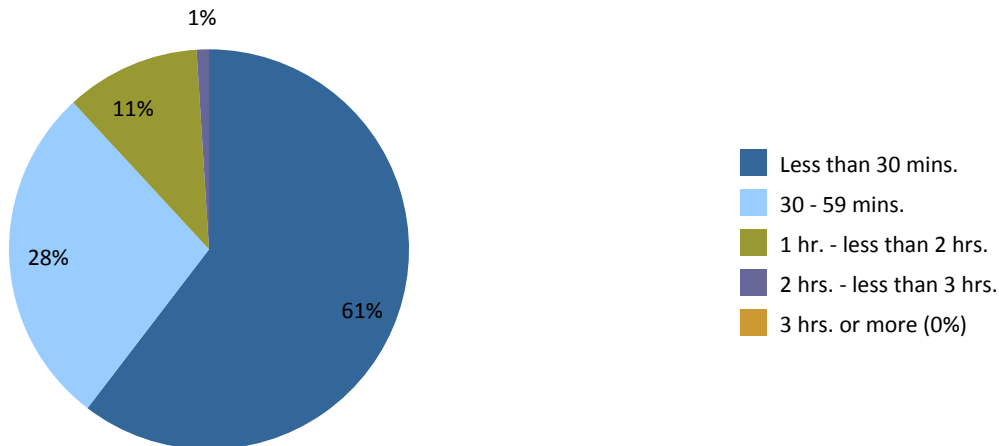
Recall Reading

The percentage of respondents who read the advertisement.

Have Seen Sales Representative

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

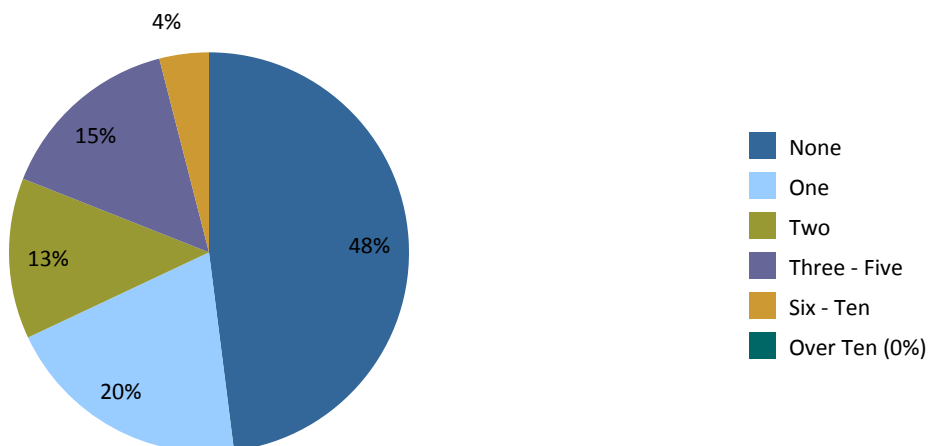
Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of LINK for Counselors?



Mean (minutes): 32.2

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): 1.4

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?

- Self-care/burn-out prevention, tips for engaging parents in different situations, tips for building professional relationship with admin and other school staff, ideas for career growth.
- Scholarships.
- I read LINK for the articles.
- It can be very helpful for us to know what opportunities are available for our students.
- I like the positive issues about counselors.
- More scholarship opportunities for high school students.
- How to better advocate for student-focused changes to the system.
- Really need materials, we should share resources and knowledge. It is also up to date.
- More information on how to support middle income students and families.
- I enjoy the perspectives of other counselors. The article on Transfer Central was beneficial, and the report What Transfer Students Need.
- I love all your articles.
- Mental health awareness at colleges and universities.
- More about colleges/universities in my area (Oklahoma) that would be more accessible for my students.
- I like that I have a handy resource that comes to my email.
- SSAR, Common App, Scholarship tips and hints.
- More counseling resources.
- I like the SEL interventions listed. Maybe resources for grief and also LGBTQ students.
- Insight on specific programs.

PUBLICATION VERBATIMS

- Liked the articles and tips for students and scholarship information, more listings please.
- More information about special major programs or description of special scholarships.
- I found the articles, Common Data Set and Digital SAT most interesting. I appreciate the articles that address current issues/interests.
- I would love some articles from Mathias Barker. Also information about trauma counseling in schools. Anxiety counseling due to Covid and other traumas.
- I love LINK and think it's a great resource! I just wish I had more time to dive into it. I would like to see coverage on counselor fly-in opportunities, how to support undocumented students, innovative ways to engage with uninvolved families, etc.

1. Michigan State University: 111



2. Landmark College: 97



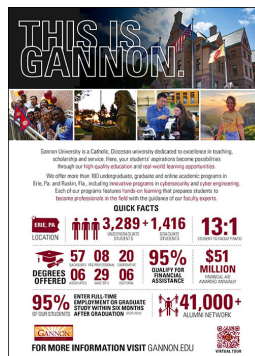
3. Mercyhurst University: 95



4. Landmark College: 93



5. Gannon University: 92



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 College Rep
Michigan State University	1 page	C2	111	59%	52%	22%
Landmark College	1 page	C4	97	52%	45%	11%
Mercyhurst University	1 page	5, 61	95	50%	45%	10%
Landmark College	1/2 page	7	93	48%	45%	13%
Gannon University	1 page	10	92	50%	42%	8%
Baylor Institute for Air Science	1/2 page	20	90	49%	41%	15%
Virginia Tech Corps of Cadets	1/2 page	57	89	48%	41%	6%
Midwestern State University	1/2 page	25	87	47%	40%	7%
Utica University	1/2 page	29	85	48%	37%	9%
University of Charleston	1/2 page	39	85	47%	38%	7%
Texas A&M University Corpus Christi	1/2 page	13	85	46%	39%	11%
University of North Carolina Wilmington	1/2 page	26	82	43%	39%	8%
Hampton University	1 page	3	79	46%	33%	5%

ADVERTISER SCORES

Advertiser	Size	Page	AdStudy Score	Recall Seeing	Recall Reading	Have Seen College Rep
State University of New York at Oswego	1 page	4	79	43%	36%	6%
Lycoming College	1/2 page	17	73	39%	34%	8%
Touro University, New York School of Career and Applied Studies	1 page	9	70	39%	31%	3%
Salisbury University	1/2 page	33	66	38%	28%	7%
Touro University, New York School of Career and Applied Studies	1 page	54	65	37%	28%	3%
Kean University	1/2 page	40	60	33%	27%	6%
TOTAL ISSUE AVERAGE			83	45%	38%	9%

SIZE AVERAGES	NO. OF ADS	AdStudy Score	Recall Seeing	Recall Reading	Have Seen Salesperson
One Page or Larger	8	86	47%	39%	9%
Fractional Page	11	81	44%	37%	9%

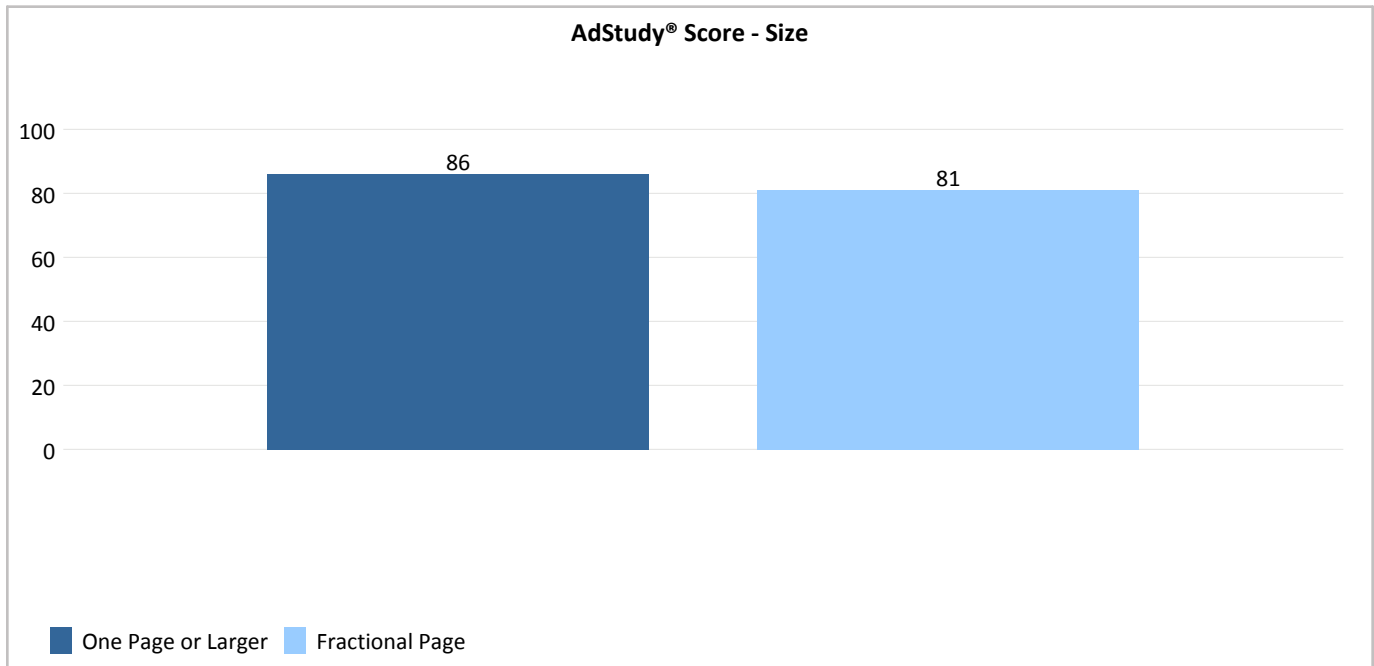
AdStudy Score: A measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

HOUSE AD SCORES

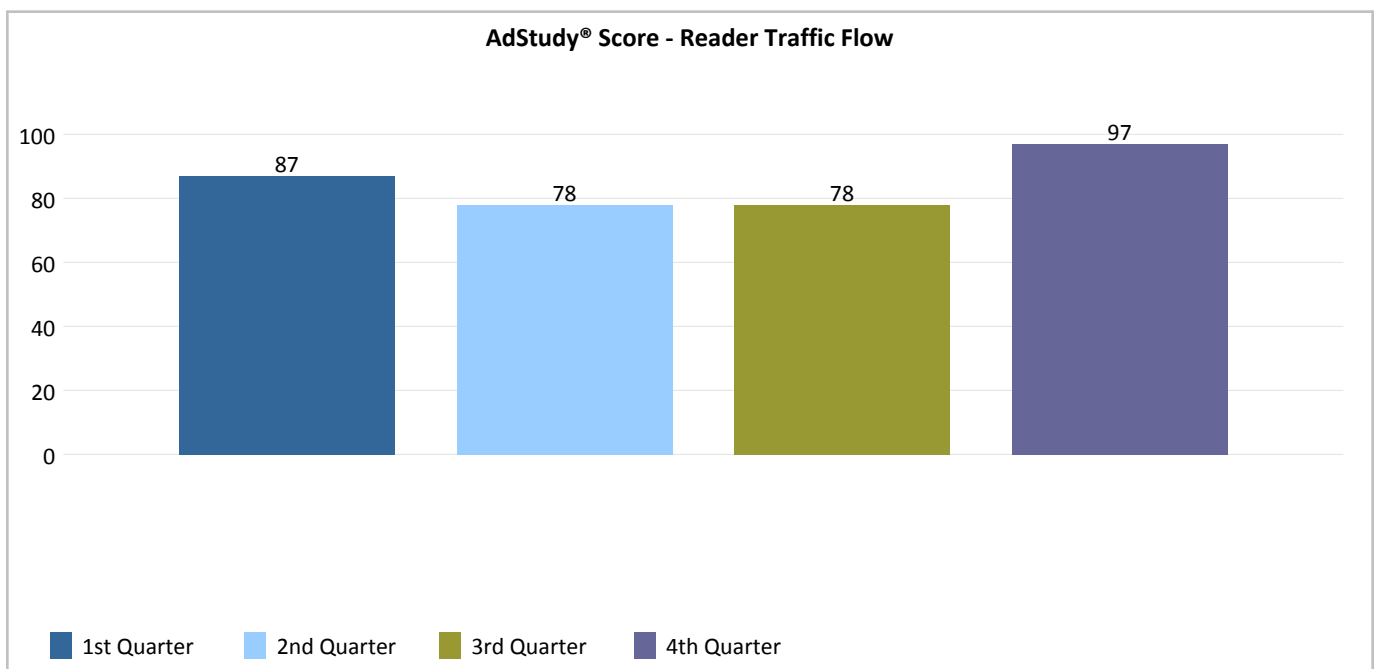
Advertiser	Size	Page	AdStudy Score	Recall Seeing	Recall Reading
Subscribe to LINK for Counselors	1/2 page	81	98	50%	48%
LINK for Counselors Spring Issue	1/2 page	53	96	50%	46%
Linkforcounselors.com	1 page	83	95	50%	45%
Subscribe to LINK for Counselors	1/2 page	82	92	48%	44%
Linkforcounselors.com	1 page	30	87	47%	40%
We Can Help! Job Board	1 page	15	82	45%	37%
TOTAL HOUSE AD AVERAGE			92	48%	43%

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

SIZE/PLACEMENT AVERAGES



The above are averages for the sizes of ads in this issue
(i.e. 86 is the average score for the One Page or Larger ads)



The above are averages per 1/4 of the magazine
(i.e. 87 is the average score for the first 1/4 of the book)

PUBLICATION NORMS

	AdStudy Score	Recall Seeing	Recall Reading
Total Issue Average	76	43%	35%
One Page or Larger	80	44%	36%
Fractional Page	73	41%	34%

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

Total Ads Assessed: 198