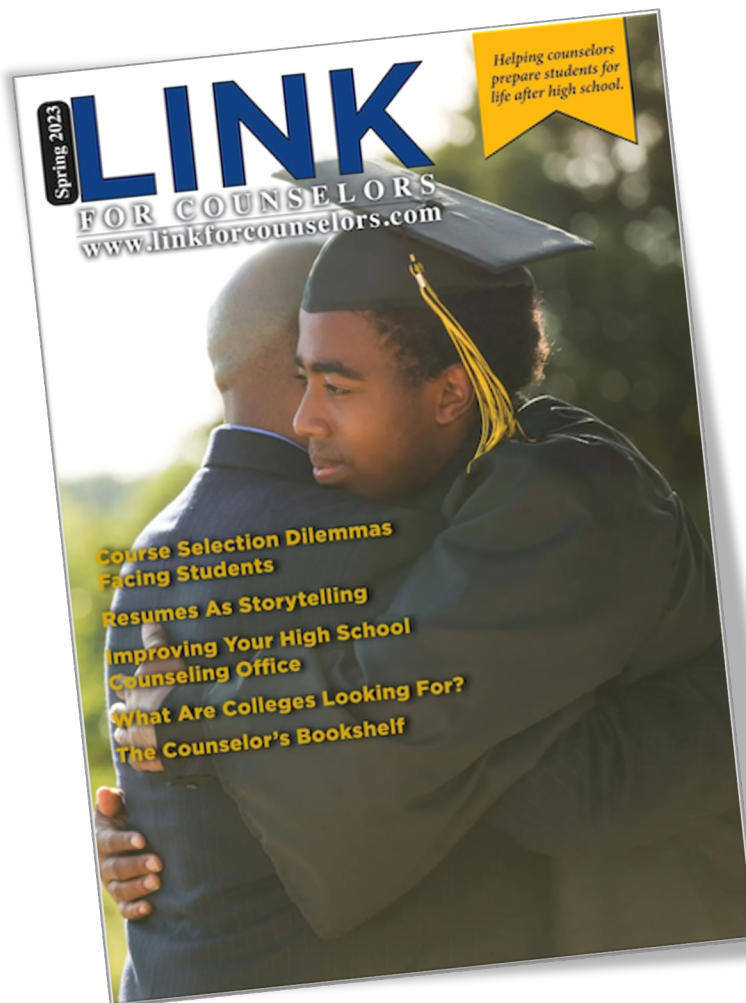


Ad Performance Study



LINK
FOR COUNSELORS
Spring 2023 Issue
Publisher Report

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About the AdPlus Study

Introduction

The AdPlus™ is a custom market research solution developed for the Business-to-Business Publishing Industry. Each study measures the key metrics associated with ad effectiveness and collects verbatim comments about each advertisement. The ad-related questions include:

Do you remember seeing this ad when you looked through the issue?

☐ Yes ☐ No

Did you read enough of it to get the message?

☐ Yes ☐ No

What message do you think the advertisement is trying to convey?

How would you rate your level of agreement with the following statements about this advertisement? (Please use a 5-point scale where 1='Completely Disagree', 3='Neither agree nor disagree', and 5='Completely Agree')

	1='Completely Disagree'	2	3='Neither agree nor disagree'	4	5='Completely Agree'
This ad was able to get my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The look of this ad is appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is memorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you describe your perception of this college/university? Please skip this question if you are unfamiliar with this college/university.

Which ONE of the following ads did you find most interesting?

Why did you find that advertisement most interesting?

Understanding the Results

The AdPlus collects several measurements which are used to calculate two key performance indicators, the **Ad Engagement Score**, and the **Ad Design Score**. These key performance indicators provide a complete picture of advertising effectiveness and help advertisers fine-tune ad campaigns.

The Ad Engagement Score calculates the ability of an ad to command reader attention by taking a weighted average of three measurements: recall seeing (20% of score), recall reading (35% of score) and the percent who selected the ad as most interesting (45% of score). The Ad Design Score evaluates the combined impact of ad creative and message content. The score is calculated by adding together the percentage of agreeable responses for each attribute statement measured by the AdPlus.

Methodology

Paramount Research utilizes a proprietary online research methodology for the AdPlus. The sample for this study included a random selection of magazine subscribers. Email invitations were managed by the magazine with consultation from Paramount Research. All other aspects of this research project were under the sole control of Paramount Research.

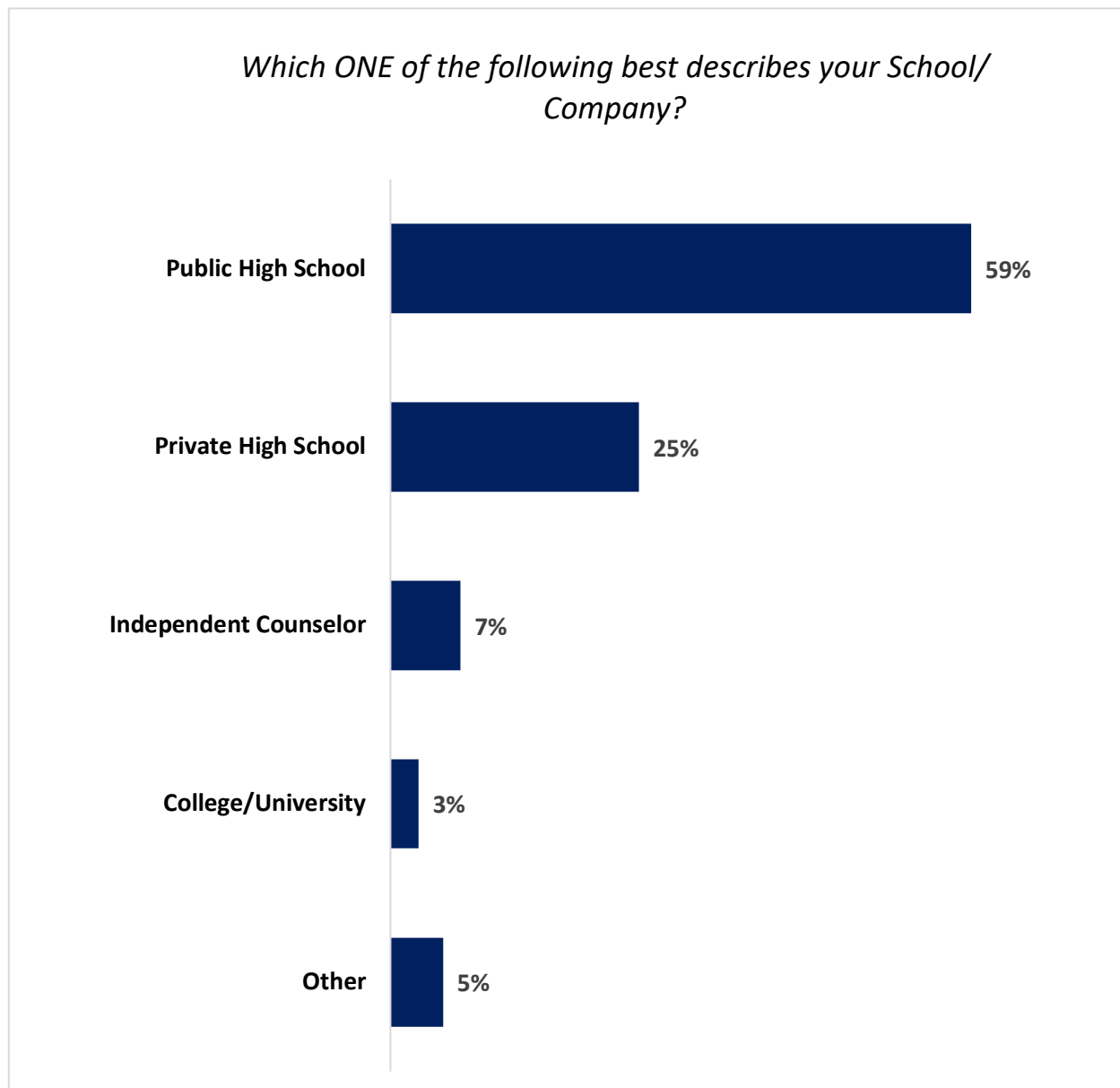
Response Statistics

Based on 280 survey respondents, the margin of error for this study is **+/- 5.82** percentage points. This means that 95 percent of the time, the study results fall within 5.82 percentage points in either direction of the results that would be found if the entire survey population (*LINK for Counselors* magazine subscribers) completed the survey.

Respondent Profile

Organization Type

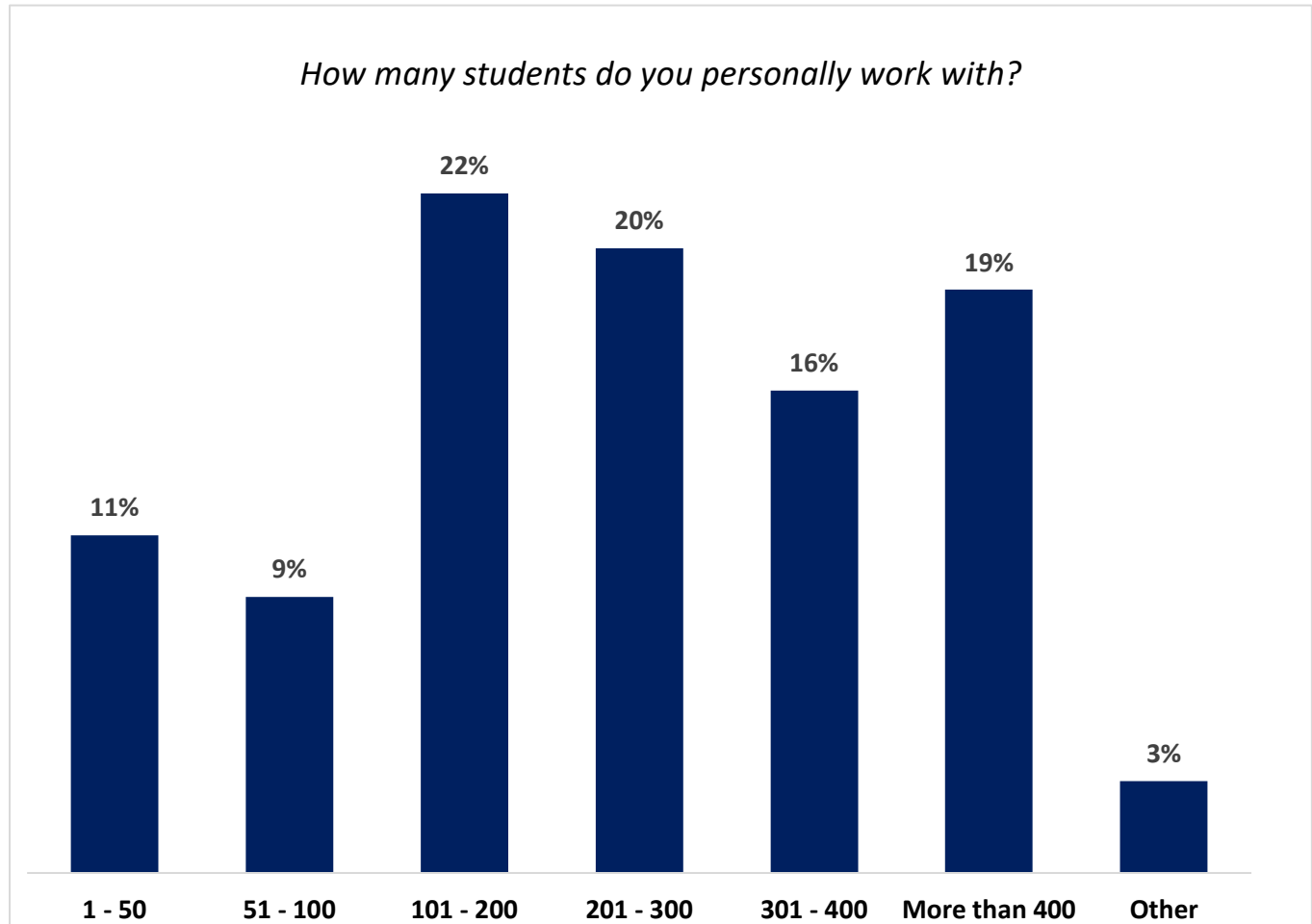
Nearly all respondents work at a public or private high school. The largest segment (59%) work at a public high school. Another one in four (25%) indicated private high school.



Base = those respondents who answered the question or 280.

Students Served

Most respondents (58%) personally work with more than 200 students. Two in ten (22%) indicated between 101 and 200 students. Another one in ten (9%) indicated between 51 and 100 students.

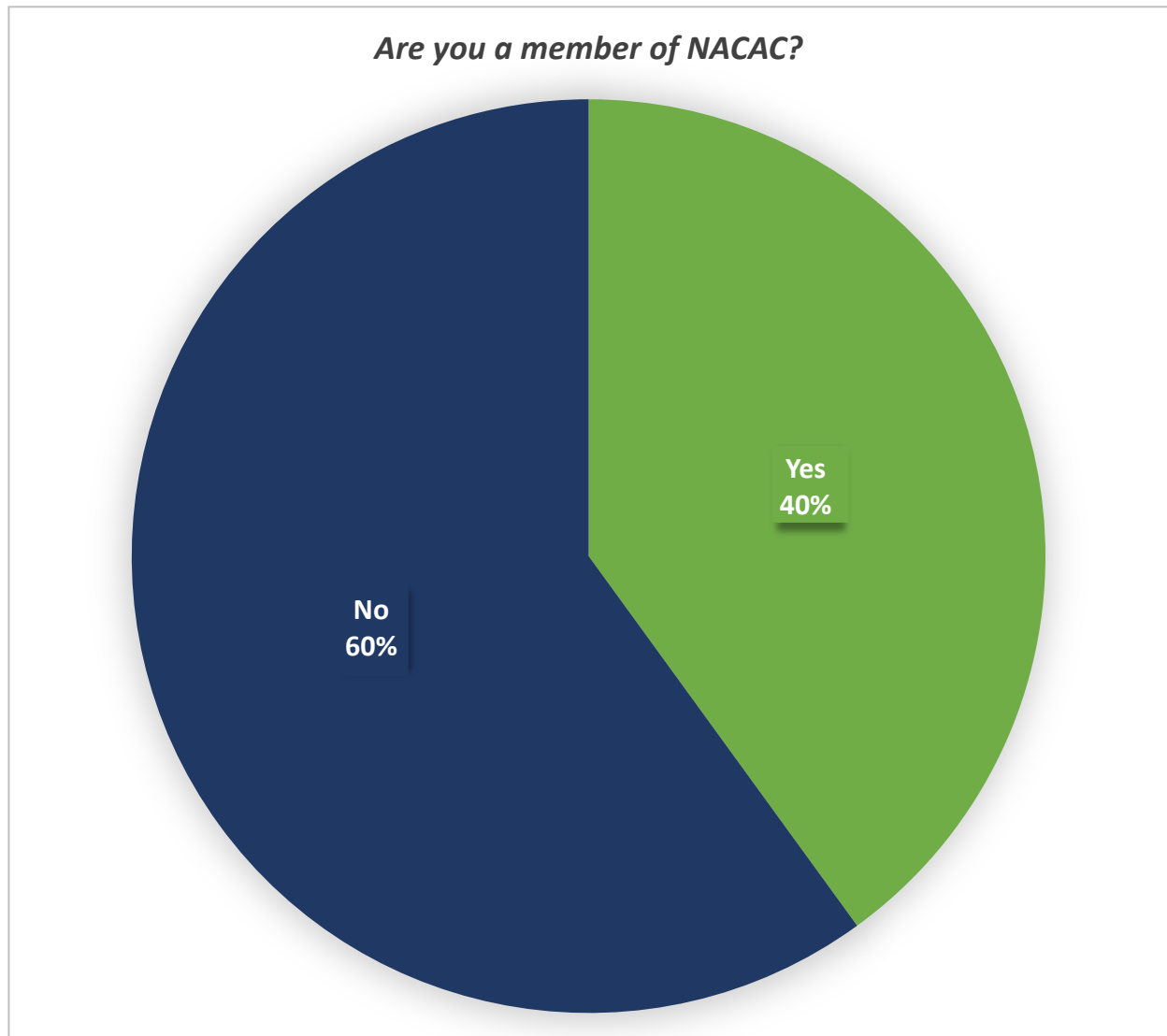


Estimated Mean: 247

Base = those respondents who answered the question or 280.

NACAC Membership

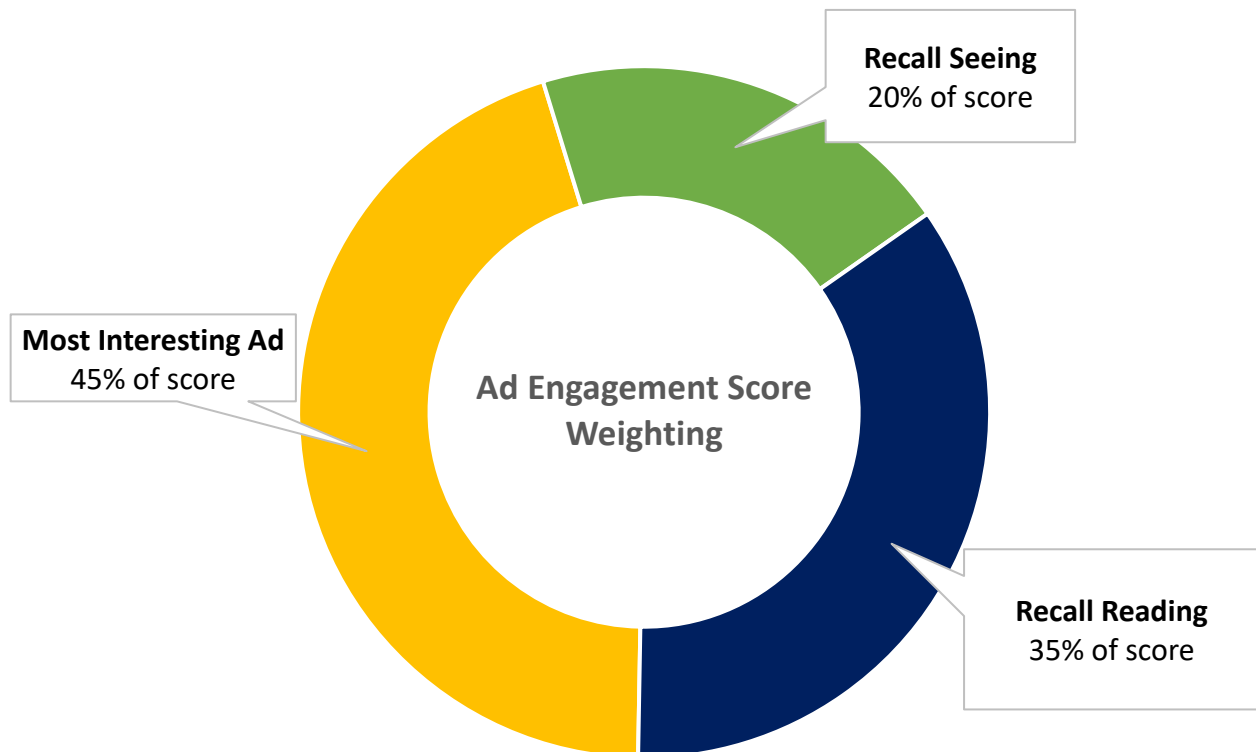
Six in ten of the *Link for Counselors* subscribers (60%) are not NACAC members.



Base = those respondents who answered the question or 279.

Ad Engagement Findings

The ability of an advertisement to command reader attention is known as ad engagement. Paramount Research calculates ad engagement by taking a weighted average of three measurements: recall seeing (20% of score), recall reading (35% of score) and the percent who selected the ad as most interesting (45% of score).



If an advertisement was seen by 70%, read by 56%, and picked as most interesting by 14% of readers, the Ad Engagement Score would be calculated as follows:

$$(70\% * .2) + (56\% * .35) + (14\% * .45) = 39.9$$

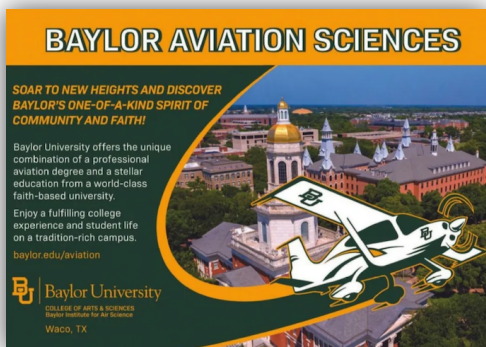
Top Ads by Engagement Score



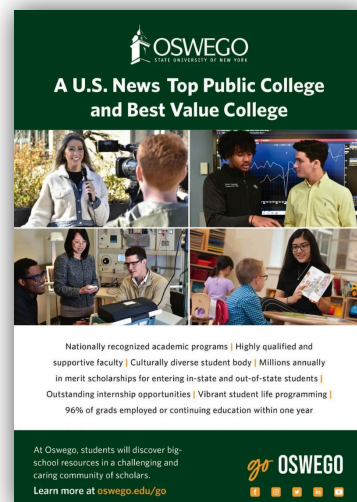
Landmark College, Back Cover
38.7



Gannon University, page 3
36.4



Baylor Institute of Air Science,
page 23
34.7



SUNY Oswego, page 4
32.5

Ad Engagement Scores¹

This table summarizes data from the following questions:

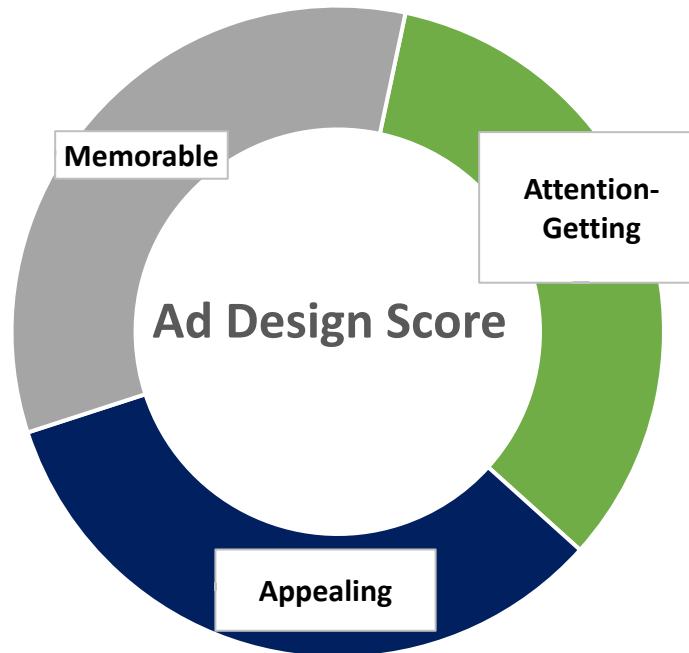
- *Do you remember seeing this ad when you looked through the issue?*
- *Did you read enough of it to get the message?*
- *Which one of the following ads did you find most interesting?*

Advertiser	Recall Seeing	Recall Reading	Most Interesting Ad	Ad Engagement Score
Issue Average	57%	43%	6%	29.4
Landmark College, Back Cover	67%	61%	9%	38.7
Gannon University, page 3	69%	53%	9%	36.4
Baylor Institute of Air Science, page 23	69%	49%	9%	34.7
SUNY Oswego, page 4	64%	49%	6%	32.5
University of Charleston, page 17	62%	48%	6%	32.0
Midwestern State University, page 30	59%	54%	3%	32.0
Hampton University, Inside Back Cover	60%	44%	10%	31.9
Texas A&M - Corpus Christi, page 12	56%	44%	11%	31.6
Virginia Tech Corps of Cadets, page 15	53%	53%	4%	31.1
Touro University, page 9	55%	48%	2%	28.8
Michigan State University, Inside Front Cover	61%	32%	12%	28.7
Mercyhurst University, page 5	59%	38%	3%	26.5
Utica University, page 20	42%	38%	2%	22.8
Kean University, page 24	41%	30%	7%	21.6
Lycoming College, page 7	45%	26%	3%	19.5
Salisbury University, page 35	41%	24%	5%	18.7

¹ The **Ad Engagement score** is the weighted average of three measurements, recall seeing (20% of score), recall reading (35% of score), and those selecting the ad as most interesting (45% of score).

Ad Design Findings

The combined impact of ad creative and message content is measured by the Ad Design Score. The score is calculated by adding together the percentage of 'agreeable' responses for each attribute measured by the AdPlus.



If an advertisement received scores of 70% for attention-getting ability, 47% for appealing and 53% for memorable, the Ad Design Score would be calculated as follows:

$$(\text{Attention-Getting} + \text{Appealing} + \text{Memorable}) * 100 = \text{Ad Design Score}$$

$$(70\% + 47\% + 53\%) * 100 = 170$$

Top Ads by Ad Design Score



Virginia Tech Corps of Cadets,
page 15
192.6



Baylor Institute of Air Science,
page 23
170.6



Texas A&M - Corpus Christi, page 12
163.9



Gannon University, page 3
151.6

Ad Design Scores²

This table summarizes those respondents who agreed with the statements from the following question:

*How would you rate your level of agreement with the following statements about this advertisement?
(Please use a 5-point scale where 1='Completely Disagree', 3='Neither agree nor disagree', and 5='Completely Agree')*

- *This ad was able to gain my attention*
- *The look of this ad is appealing*
- *This ad is memorable*

Advertiser	Attention-Getting	Appealing	Memorable	Ad Design Score
<i>Issue Average</i>	44%	47%	34%	125.4
Virginia Tech Corps of Cadets, page 15	70%	63%	59%	192.6
Baylor Institute of Air Science, page 23	59%	62%	50%	170.6
Texas A&M - Corpus Christi, page 12	58%	56%	50%	163.9
Gannon University, page 3	56%	52%	44%	151.6
Landmark College, Back Cover	47%	61%	36%	144.4
Midwestern State University, page 30	35%	65%	38%	137.8
Michigan State University, Inside Front Cover	48%	41%	37%	125.9
Utica University, page 20	43%	48%	30%	121.7
Hampton University, Inside Back Cover	41%	41%	36%	118.2
Touro University, page 9	40%	43%	30%	113.3
SUNY Oswego, page 4	47%	37%	29%	113.2
Mercyhurst University, page 5	40%	37%	29%	105.7
Lycoming College, page 7	34%	43%	26%	102.9
University of Charleston, page 17	37%	33%	15%	85.2
Salisbury University, page 35	22%	38%	22%	81.3
Kean University, page 24	26%	30%	7%	63.0

² The **Ad Design score** is calculated by adding together the percentage of respondents who agree with each statement.

College/University Familiarity Findings

How would you rate your level of familiarity with each of the following colleges/universities? (Please use a 5-point scale where 1 = 'Not at all familiar' and 5 = 'Very familiar')

Mean Familiarity Rating by Region

College/University	Total	Midwest/ Central	Northeast	Southeast	Southwest/ West
<i>Average Familiarity Rating</i>	2.31	1.96	2.64	2.28	2.16
Baylor Institute of Air Science	2.29	2.06	1.89	2.31	2.82
Gannon University	1.95	1.88	2.44	1.77	1.61
Hampton University	2.38	2.24	2.46	2.85	2.00
Kean University	2.00	1.24	2.80	1.77	1.73
Landmark College	2.45	1.88	3.06	2.27	2.24
Lycoming College	1.85	1.29	2.69	1.35	1.65
Mercyhurst University	2.09	1.88	2.85	1.73	1.68
Michigan State University	3.69	3.69	3.66	3.88	3.58
Midwestern State University	1.88	1.82	1.49	1.62	2.58
Salisbury University	1.92	1.35	2.32	2.15	1.61
SUNY Oswego	2.50	2.00	3.69	1.96	1.91
Texas A&M - Corpus Christi	3.08	3.00	2.60	3.04	3.67
Touro University, New York School of Career and Applied Studies	1.69	1.24	2.17	1.62	1.48
University of Charleston	2.46	2.06	2.71	2.88	2.06
Utica University	2.36	2.06	3.20	2.04	1.88
Virginia Tech Corps of Cadets	2.33	1.71	2.29	3.23	2.00

Write-In Answers

➤ ***Which ONE of the following best describes your School/Company?***

- 34 yrs. public/ 13 in private school and volunteer for church youth group
- Adult Education
- Alternate Learning Center 6-12
- Charter K-12
- Counselor Consultant for PreK -12
- CTE
- DAEP
- independent counselor and volunteer advisor to CBO
- non-public, therapeutic school
- Public Charter High School
- Public Charter Secondary School
- Public High School grades 6-12
- public middle school
- Public Tech Center for high school students and adults
- School District

➤ ***How many students do you personally work with?***

- 1800
- Caseloads near 700!
- District wide support
- HS Alternative School
- I work as a liaison for the schools, students, and educators with our local workforce.
- Not assigned alpha or grade
- Work as a director of admissions