

LINK For Counselors  
Fall 2024



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This report contains the results of an **AdStudy**®, conducted by SIGNET RESEARCH, INC. using ads from the Fall 2024 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 222 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.

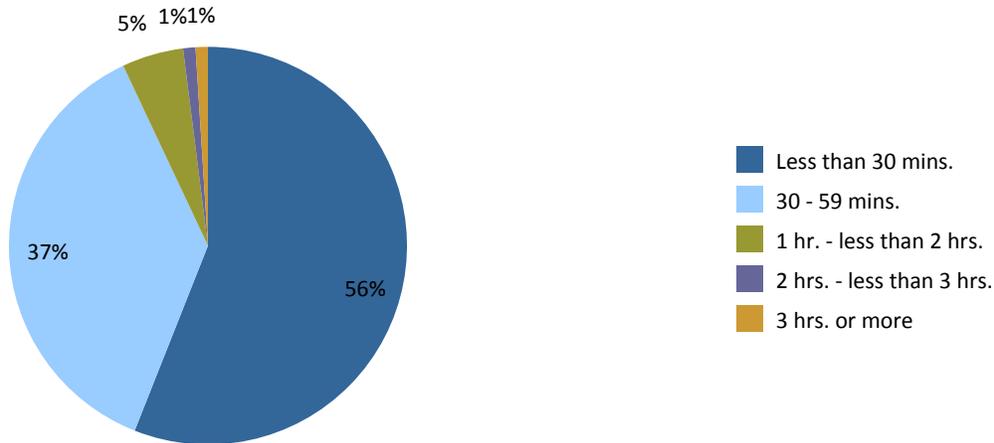
**Recall Reading**

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.

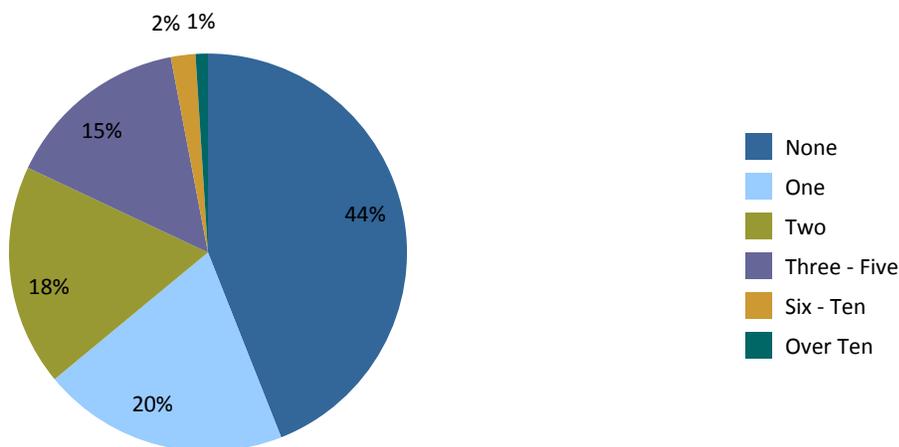
Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of LINK for Counselors?



Mean (minutes): 33.2

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): 1.5

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?**

- Experimental learning/internships, the role of college career centers at the college level.
- Just continue the same ideas and supports. I always find it helpful.
- Essay writing tips, tips on filling out your activities section that we could share with students.
- I know there is a lot of material that is available online but I still prefer the paper version. I look at a computer all day and I prefer just to be able to turn pages and read the articles. I also like to make copies of things from the book for my students.
- I really enjoy the articles.
- I only look at the articles since most of the ads are for places out of my area.
- Continue providing information about campus resources to assist those students with educational barriers.
- A lot of the colleges in this are typically very far away. I'd like to see a more diverse regional selection.
- I work with a special population and I would like to see more information about supports for students entering college with a GED.
- Would love information about counselor fly-ins.
- Dealing with unmotivated students.
- More financial aid opportunities connected to the expensive college admissions. More stories of graduates from different colleges.
- Military academies, ROTC, trade schools.
- I liked the one about letters of rec and helping.
- This issue hit us at one of our crunch times, so I haven't had the time to read through it all. Articles this time around, however, are very relevant and I will get to them.

1. The College Tour: 123

TOP 5 SCORES



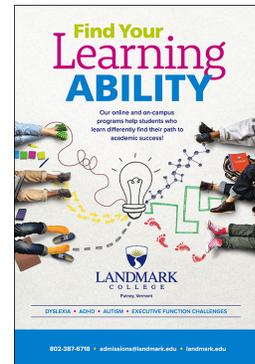
2. Baylor Institute for Aviation Sciences: 117



3. Landmark College: 115



4. Landmark College: 114



5. High Point University: 110



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

**ADVERTISER SCORES**

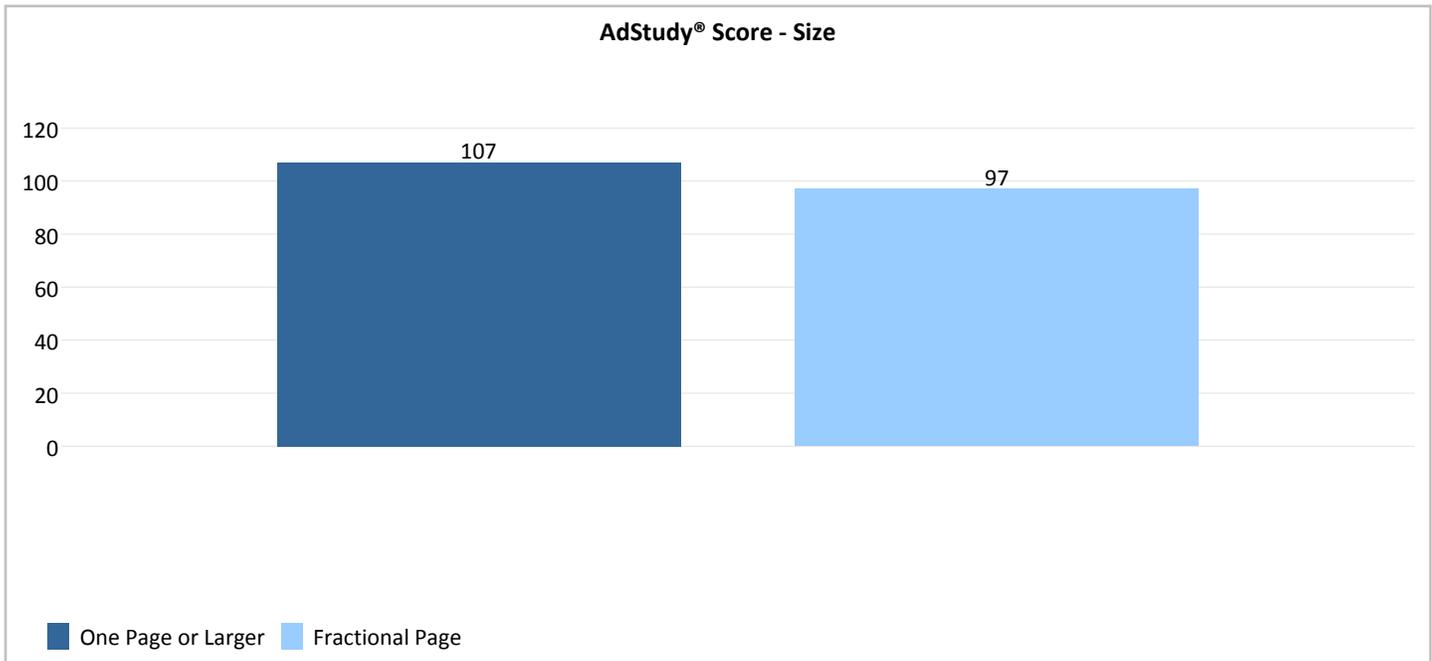
Advertiser	Size	Page	AdStudy Score	Recall Seeing	Recall Reading	Have Seen College Rep
The College Tour	1/2 page	15	123	65%	58%	12%
Baylor Institute for Aviation Sciences	1/2 page	9	117	61%	56%	19%
Landmark College	1/2 page	5	115	60%	55%	8%
Landmark College	1 page	C4	114	59%	55%	13%
High Point University	1 page	C2	110	61%	49%	23%
Hampton University	1 page	C3	102	59%	43%	11%
State University of New York at Oswego	1 page	3	102	58%	44%	10%
Virginia Tech Corps of Cadets	1/2 page	52	95	54%	41%	9%
Texas A&M University Corpus Christi	1/2 page	13	94	53%	41%	6%
Kean University	1/2 page	36	90	49%	41%	10%
Stetson University	1/2 page	39	86	48%	38%	10%
Salisbury University	1/2 page	45	85	47%	38%	12%
Lycoming College	1/2 page	20	83	44%	39%	14%
University of Charleston	1/2 page	30	78	44%	34%	10%
<b>TOTAL ISSUE AVERAGE</b>			<b>100</b>	<b>54%</b>	<b>45%</b>	<b>12%</b>

**ADVERTISER SCORES**

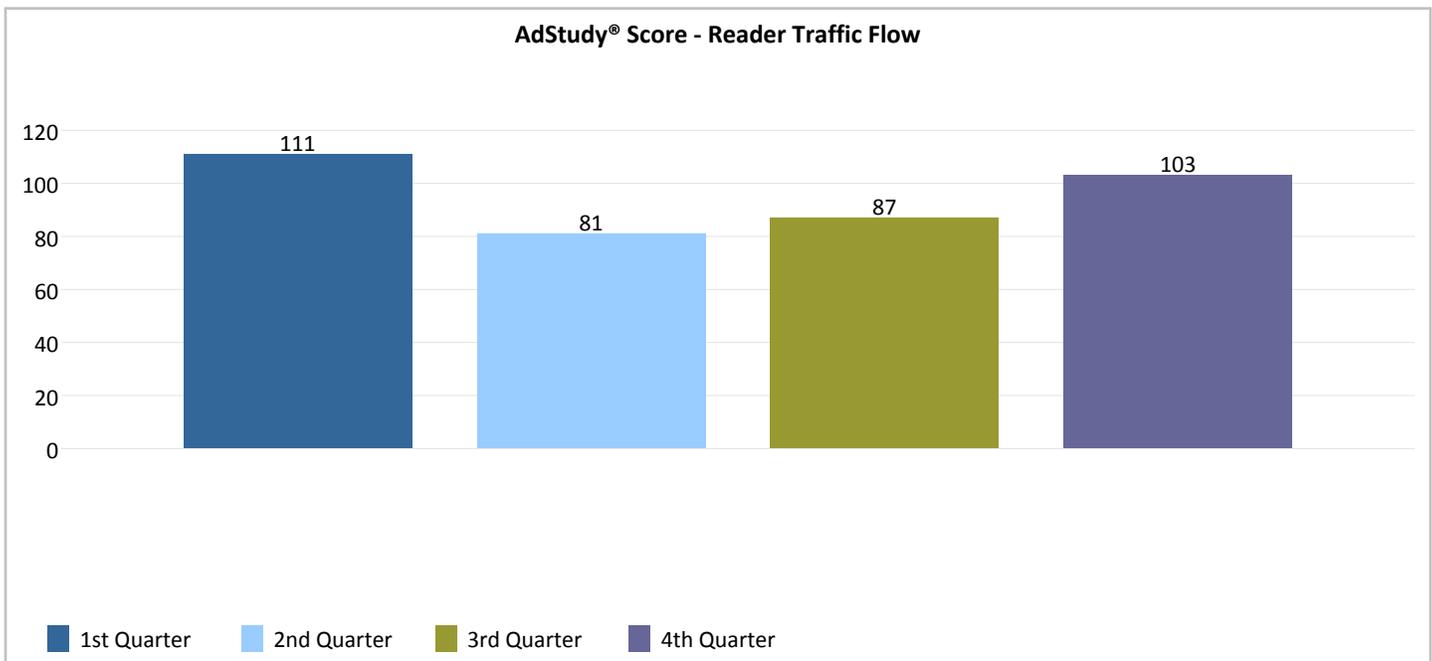
<b>SIZE AVERAGES</b>	<b>NO. OF ADS</b>	<b>AdStudy Score</b>	<b>Recall Seeing</b>	<b>Recall Reading</b>	<b>Have Seen College Rep</b>
<b>One Page or Larger</b>	<b>4</b>	<b>107</b>	<b>59%</b>	<b>48%</b>	<b>14%</b>
<b>Fractional Page</b>	<b>10</b>	<b>97</b>	<b>53%</b>	<b>44%</b>	<b>11%</b>

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. 107 is the average score for the One Page or Larger ads)



**The above are averages per 1/4 of the magazine**  
(i.e. 111 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>80</b>	<b>44%</b>	<b>36%</b>
<b>One Page or Larger</b>	<b>83</b>	<b>46%</b>	<b>37%</b>
<b>Fractional Page</b>	<b>77</b>	<b>42%</b>	<b>35%</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>83</b>	<b>80</b>	<b>77</b>	<b>85</b>

Total Ads Assessed: 229