



## Custom Research Capabilities

The **VISTA Print Effectiveness Rating Service** is an ongoing syndicated tracking service that documents the advertising effectiveness, reader involvement, and editorial readership of the leading consumer and business publications. More than 1,000 issue-specific VISTA studies are fielded annually by Affinity, measuring the opinions of over 300,000 readers.

For each print ad measured in an issue-specific VISTA study, the following attributes are collected:

**Total Recall** - the percent of readers that recall seeing a specific advertisement

**Brand Association** - the percent of readers that recall seeing a specific ad, and report that they were aware of the sponsoring advertiser upon their viewing of that ad

**Advertising Actions Taken** - the percent of readers that recall seeing a specific ad, and report that they took action, or plan to take any of the listed actions, as a result of exposure to that ad

**Plus... Custom Survey Modules Offer Advertisers, Agencies & Publishers the Opportunity to Collect Proprietary Information Among Issue-Specific Readers**

In addition, advertisers, agencies and publishers have the opportunity to collect proprietary information through **custom survey modules** that can be appended to the end of individual VISTA rating surveys. These custom modules are available on a first-come, first-served basis across all scheduled VISTA studies for advertisers and their agencies, while publishers can only append custom survey modules to their own, issue-specific VISTA studies.

Custom modules are typically used to collect more detailed information about an advertiser's campaign, pre-test the next phase of an ongoing campaign, or elicit more in-depth reader feedback about the effectiveness of the advertising. Custom survey modules provide VISTA clients with the ability to ask approximately three minutes of proprietary questions that can include visual prompts of the advertiser's campaign, open-ended questions designed to capture verbatim answers, and other survey techniques that take advantage of Affinity's Web-based methodology. Multiple custom modules may be appended to individual VISTA studies, with a minimum of 200 issue-specific readers guaranteed for each set of custom questions fielded.

The results of custom survey modules are packaged separately from the standard VISTA Issue Reports, and are proprietary to the sponsor of the research.

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## Custom Survey Modules

- Sample Question Formats -

### Single Choice Questions

**Q.** How does this ad for (brand) compare to other (category) ads that you have seen in (publication)? *(please check only one)*

- I like it much more than most ads
- I like it somewhat more than most ads
- It's about the same as most ads
- I like it somewhat less than most ads
- I like it much less than most ads

### Multiple Choice Questions

**Q.** Which of the following statements, if any, describe how you typically read (publication)? *(please check all that apply)*

- It is a publication that helps me find solutions to issues at work
- It is crucial to my professional responsibilities
- I enjoy reading it for personal reasons
- I usually pay as much attention to the ads as I do the articles
- I read it for ideas on how to get ahead
- I trust the information this publication provides
- It is an important information source for me
- I usually pay more attention to the ads in this publication than I do in other publications that I regularly read
- Ads in this publication are more credible than similar ads in other publications that I regularly read

### Open-Ended Questions

**Q.** In your own words, why is this ad more or less appealing to you than other (category) ads that you have seen?

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