

# VISTA VIEWS

Subscribers of Affinity's VISTA Print Effectiveness Rating Service access the historical VISTA syndicated database 24/7 through **VISTA Views** - a powerful Web-based custom reporting tool.

With VISTA Views, users are able to generate print effectiveness reports across all issue-specific VISTA studies fielded from January 2007 through today. Plus, the flexibility to evaluate ad recall, brand association and reader action scores for 100+ magazine titles across all major print advertising categories in a variety of formats.

**Advertiser Report**

Ad Scores										Ad-to-Table Detail									
Brand	Title	Issue	Company	Unit	Class	Page	Total	Street	Action	Warr	Getter	Van	Vista	Recall	View Ad	Measurement	Product	Product	Product
Code	Code	Code	Code	Code	Code	Code	Code	Code	Code	Code	Code	Code	Code	Code	Code	Code	Code	Code	Code
NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE
NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE	NIKE

## Advertiser Reports

*Effectiveness ratings for specific advertisers at the individual survey or brand level*

## Category Reports

*Ad category norms for specific titles, magazine genres or demographic groups*

## Magazine Reports

*Individual title norms for specific ad categories, brands or demographic groups*

## Creative Reports

*Effectiveness scores for unique creative executions using the "Creative Lookup Tool"*

Plus, **VISTA Views** empowers users to create custom reports combining all of the campaign and media attributes currently tracked by the syndicated VISTA Service:

Ad size/configuration  
Premium positioning  
Source of copy  
Scent strips  
Coloration

Contests/sweepstakes  
Booklets/brochures  
Ad spectaculars  
Reply cards  
Recipe ads

Heavy paper stock  
Ad copy length  
Coupon ads  
Advertorials  
And more...

For more information, contact Affinity @ 212.922.9582 • [www.AffinityResearch.net](http://www.AffinityResearch.net)