

Don't leave the return on your print investment up to chance.



Let's face it. These days you are under constant pressure to demonstrate a return on your advertising investment. But print effectiveness research that's fast and affordable has been the exception, not the rule.

Until now. Introducing Affinity's **VISTA Print Effectiveness Rating Service**. Now you can quickly gauge the impact of your print campaigns when they appear in the country's leading consumer and business publications.

VISTA Issue Reports provide actionable print intelligence while your ads are still in the hands of readers... What percent of an issue's readers remember your ad? Did they associate your brand with the message? And most importantly, what specific actions did they take as a direct result of your ad?

Affinity's Web-based approach to ad effectiveness tracking also measures reader involvement and editorial engagement on a title-specific basis, providing unique insights about the impact that different publication environments have on your company's advertising. Plus, a set of proprietary questions can be appended to every VISTA survey, offering you the opportunity to collect even more in-depth information about the effectiveness of your campaigns.

Don't leave your print performance to chance. Meet today's accountability challenge head on with the VISTA Print Effectiveness Rating Service. For more information, contact Affinity at (212) 922-9582, or visit www.AffinityResearch.net.

