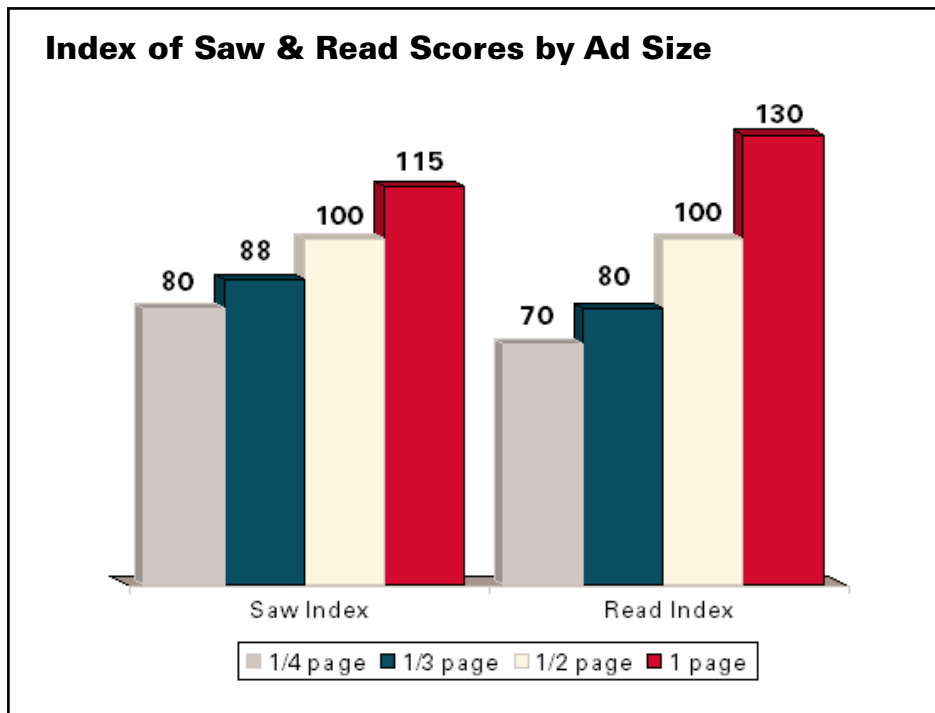


Attract More Readers with Large, Colorful Ads

Sizing It Up: Larger Ads Seen and Read by More Respondents



Saw and Read results were based on an index in which the average score for the 1/2 page ads was set to 100 and included the scores of 18,689 ads measured in 1992-2010 Red Sticker Studies. Respondents were asked "When you first looked through this issue, did you...see this article or advertisement but not read any of it? ...see and read any of this article or advertisement?"

Fifteen percent more readers reported that they saw 1 page ads than reported seeing half page ads. An additional 30% read 1 page ads over half pages. The boost in reader engagement with larger ads reinforces the decision to invest in larger advertising, even if the upgrade is to a larger fractional ad.

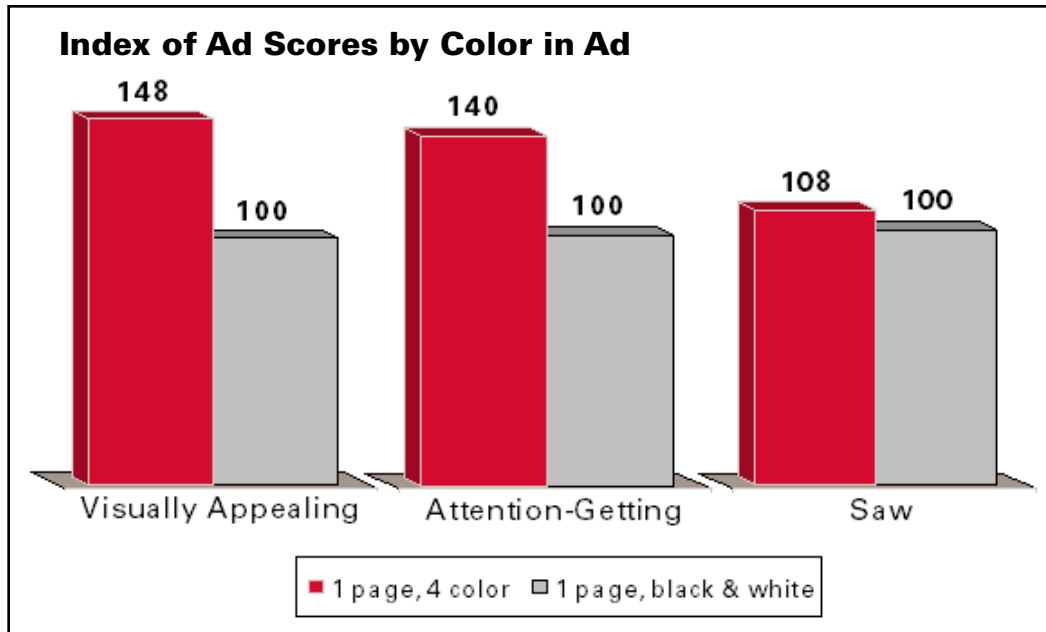
If money were no object, everyone would be running the largest ads possible. Unfortunately, budgets force companies to make compromises. Advertisers should be aware of the potential trade-off they're making with an extremely small ad. In fact, on average, quarter page ads were seen by 20% fewer readers and read by 30% fewer readers than half page ads. Fractional advertisers looking for a boost in viewership and readership

don't necessarily have to break their budget with full-pages. Instead, stepping up to a half page may offer a successful compromise.

This potential for lower engagement should not dissuade companies from running an ad simply because they can only afford small ads. Quarter page ads do deliver market exposure to the advertisers' messages. Furthermore, well-designed fractional ads, including quarter page ads, can be successful when they make the most of the space available, and simply upgrading to a larger ad size does not guarantee that the ad will be seen or read more. In general, though, larger ads tend to achieve higher saw and read rates than smaller ads.



If a Picture's Worth a Thousand Words, Is Color Worth the Premium?



Results were based on an index in which the average score for black and white ads was set to 100. Visually Appealing results were taken from 3,754 ads measured in 2005-2010 On Target Studies. Respondents were asked "Is this ad visually appealing?" Attention-Getting results were taken from 14,247 ads measured in 1992-2010 Ad Perception Studies. Respondents were asked "Is this ad attention-getting?" Saw results were taken from 12,602 ads measured in 1992-2010 Red Sticker Studies. Respondents were asked "When you first looked through this issue, did you...see this article or advertisement but not read any of it?"

Remember that old saying that a picture's worth a thousand words? Anecdotally, advertisers may find that advice helpful, especially since publishers don't charge more to run ads that have pictures in them. Color is a different story. Publishers usually charge a premium for color ads, so with that in mind, color can be worth a thousand dollars.

Advertisers whose budgets continue to contract will wonder what exactly color does for them. Do readers notice or care? Survey results suggest that in general, readers do notice and care whether there is color in ads. Furthermore, ad readership results indicate that color contributes to how readers engage with and perceive an ad.

Readers' verbatim comments help shed light on what black and white ads could do better to communicate with them. Here are a few comments readers made regarding black and white ads in On Target studies conducted in 2010.

"Because it was black and white, I seemed to miss it when looking through the magazine."

"The plain, black and white ad makes me think that this is a smaller vendor."

"Old-fashioned, out-of-date mainly due to gray tone of the ad."

Data also adds to this story. On average, 48% more readers responded that they found 1-page, 4-color ads Visually Appealing and 40% more found 1-page, 4-color ads Attention-Getting than black and white ads. In addition, 8% more readers responded that they Saw 1-page, 4-color ads than 1-page, black and white ads.

It's important to note that well-designed black and white ads can be successful, and simply adding color to a grayscale ad will not guarantee a boost in effectiveness. However, these results indicate that full color ads are generally seen more by readers and are more attention-getting and visually appealing than black and white ads.

