

Presenting
**AD READERSHIP
STUDIES**

plus
**EDITORIAL
FEEDBACK**

plus
**POSTAGE AND
INCENTIVES**

plus
**DETAILED
REPORTS**

plus
**AWARD
CERTIFICATES**

all for
**A PRICE OF ONLY
\$3,500**



**IT'S CALLED READERSHIP^{plus}TM
FROM RESEARCH USA.
AND OUR PRICE ISN'T OUR ONLY
PLUS.**

As a smart publisher, you already know the benefits of ad readership studies. It's a proven tool your sales force can use to attract new advertisers and sell more ad pages.

When you do your ad readership studies with Readership-*plus* from Research USA, you can get all the pluses of top quality research, minus one important thing.

The big price tag.

Readership*plus* has been helping publications sell more ad pages for the past 35 years. So we've perfected how to give you high quality ad readership studies at significant cost savings.

Think about it. Now you can do more studies, attract more advertisers, and give them reasons to spend more money with your publication.

Our clients frequently tell us that our surveys have paid for themselves many times over in increased ad sales.

Once you learn all the things we can offer you at the price we do, you'll wonder why you ever used anyone else.

**WE DELIVER TOP QUALITY
AD READERSHIP STUDIES THAT ARE
GOOD FOR YOUR BOTTOM LINE.**

If you've purchased ad readership studies, chances are you paid \$5,000 or more.

But you didn't get anything more than we offer with our Readership*plus* studies for as little as \$3,500.

We do everything the other research companies do. We offer the same kind of incentives. The same detailed follow through. We even measure advertising and editorial, providing recognition scores along with the readership scores.

All for one low price.

But we don't stop there. Our price includes: a promotional mailing to 100 potential advertisers, award certificates to advertisers with highest scores, and additional questions. We also make sure we deliver the results professionally, promptly and in an easy to understand format.

So help your bottom line by letting Readership*plus* do your next study. Call us at 800 863 4800 for a free consultation. We guarantee you all the pluses we just mentioned. Minus the big price tag.

READERSHIPPLUS

For further information on the ad readership surveys where price isn't the only Plus, call 1 800 863 4800

**READERSHIP*PLUS* STUDIES
CUSTOMIZED TO PERFECTLY
FIT YOUR MAGAZINE.
PRICED TO PERFECTLY
FIT YOUR BUDGET.**

Every publication has different research needs. That's why Readership*Plus* surveys offers 4 different kinds of studies.

Readership*Plus*: \$3,500

The most affordable and most popular of our mail based surveys. From your already-delivered publication, we measure up to 50 ads and 20 articles or departments, plus time spent reading, and readers per copy, if you wish. We mail to 500 readers and our price includes a \$2 incentive, advance notice and postage. 5 bound reports.

Readership*Plus* Deluxe: \$4,950

In this study we mail a copy of the publication to 400 readers. We measure up to 65 ads plus 30 articles/departments. Reports go into great detail, examining ads based on product category or color and size including customized areas where you can ask your own questions. Our price includes a \$2 incentive and partial postage. 5 bound reports.

Readership*Plus* Ad Impressions: \$5,350

Want to hear readers' comments on ads? Then try this study where 400 readers receive your magazine and give comments on each ad, rate articles/departments, even ask additional questions you'll want to know the answers to. Plus you will receive the same Readership and Recognition Scores as you would in our other Readership*Plus* studies. We mail a copy of the publication to 400 readers, measure up to 50 ads plus 10 articles/departments. Our price includes a \$2 incentive and partial postage.

Readership*Plus* e: \$2,900

Take advantage of the speed, power and affordability of the Internet with a remarkably low priced study that reaches 1,500 people and shows them ads online for their review. Our price does not include an incentive. 5 bound reports.