

Is your advertising working?

# Readex

## ad perception study

### Get accurate feedback on your advertising

**Valuable insight—for free!**

Advertise in the March or October issue of *District Administration* magazine! When you reserve a half-page ad or larger, you'll receive a customized Readex Advertising Effectiveness Report which provides reader evaluations of your ad and allows you to compare your ad to others in the magazine—all at no cost to you.

**Receive a report on how well your ad performs compared to others**

Readex Research is an independent company that provides reader reactions to the creative effectiveness and communication power of your ads in *District Administration*. The Readex Ad Perception Study answers the following questions about your advertising, as compared to other ads:

- Is this ad visually appealing?
- Is this ad easy to read?
- Does this ad offer enough information?
- Does this ad clearly communicate the product or service benefit?
- What is the overall effectiveness rating of this ad?

**Plus, the study includes verbatim comments about your ad from readers.**

**Taking advantage of this unique opportunity is easy**

It's a \$1,500 value—FREE—when you advertise in the March or October issues of *DA*.



**Ask your DA rep for a sample report.**

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