

OVERVIEW

The Business Journals is now offering an advertising effectiveness program to clients and advertising agencies. This program offers a dual gold standard: The Business Journals' audience of key decision makers and high level business leaders in local markets across the country; and MRI Starch, the leading research supplier in ad effectiveness testing.

THE JOINT EXPERIENCE OF THE BUSINESS JOURNALS & MRI STARCH

- The Business Journals has conducted research with its readers and the SMB market for over 15 years
- Research team with 50 years of combined research experience
- 122,000+ interviews with owners, presidents, partners, C-suite titles
- Starch adheres to the high quality for the research industry with its ISO 9001 certification from the International Organization for Standardization
- Starch, with its 85 years of testing, enjoys more experience than any other research organization

RESEARCH METHOD

- 100 The Business Journal subscriber interviews per market
- Approximately 10 questions
- Online survey used to evaluate the advertising



DELIVERABLES

- Implementation and management of the research
- Consulting and development of two custom questions
- Industry-standard Starch Ad Effectiveness Summary Report showing client's ad performance versus other ads in the publication, including those in its category
- Normative comparisons

INVESTMENT

1 Market: \$12,000

2-3 Markets: \$15,000

4-6 Markets: 18,000

Once the survey has been completed, The Business Journals' staff of research professionals will collaborate with MRI Starch to analyze the data and develop a summary report presentation. This report will deliver the following critical metrics:

Impact

- Percentage who remember having previously seen the ad in the study issue
- Percentage who not only recalled the ad, but also knew the advertiser

Engagement

- Percentage who read any part of the ad's copy
- Percentage who read more than 1/2 of the ad's copy

Actions

- Percentage who took an action as a result of seeing the ad

