



ADVERTISING ELEMENT STUDY



The Results are in...

The following findings measuring the impact of color, size, visual elements, and ad placement on advertising recall are based on a Newspaper Association of America (NAA), Roper Starch WorldWide surveyed more than 2,000 newspaper readers around the country. Respondents were balanced by gender, geography and subscription status.

Cleveland was one of 10 markets included in the study. Other cities were Cedar Rapids, Dallas, Houston, Lincoln NE, Madison WI, Miami, Minneapolis, Phoenix and Sacramento. More than 650 display and display classified ads were measured.

What Makes an Effective Ad

Visual Elements

Use Illustrations: As the number of illustrations increase, so does readership.

- When possible, opt for photographs over line art.
- 4 - 9 illustrations boost recall by 30% compared to ads with no illustrations.
- In ads where 3/4 of the space is devoted to illustrations, recall rates improved by 50%.

Show the Product:

- Showing the product attracts readers 13% more than not showing the product.
- Multi-product visuals in ads were 25% more likely to attract readers and increase in-depth reading.

When Possible, Show Pricing:

- Ads with 10 - 12 prices are remembered 80% more often than ads with fewer than 7 prices.
- Sale prices drew readers attention 20% more often and increased in-depth reading.

Color

- Using full color in an ad increases it's recall by 20% over black & white.
- Full color increases in-depth reading of an ad by over 60%.

Positioning

Positioning isn't as important as once believed. No significant differences in reading exist for:

- Position on a page or within a section.
- Presence or absence of complimentary editorial.
- Number of ads on a page.

Size

- Full page ads are recalled and read in-depth 40% more often than a quarter-page ad.
- Even small ads get noticed. Six inch ads are recalled 59% as often as a full-page ad.

Other Findings

- Reverse print does not positively impact recall. However, if done poorly, it can decrease an ad's readership.
- Certain colors are particularly powerful attention-getters. (For example, yellow and purple appeal to women).
- Special sales offers, sweepstakes and grand opening announcements can also positively affect recall rates.

**GREAT
RESULTS**

THE PLAIN DEALER