



**AdProbe®** takes the traditional **Signet AdStudy®** and goes even further. This study offers action measurements on the following criteria:

- » Ad Noticeability
- » Ad Information Content
- » Ad Performance

Both quantitatively and through extensive reader comments VERBATIM. AdProbe® is available to you in the February issue of *Chemical Engineering*.

## HOW IT WORKS

Two weeks after readers receive their issue, a sample of subscribers receive a personalized e-mail from *Chemical Engineering* inviting them to participate in the survey and giving them the link address (URL). The respondents click on to the website where the study is posted and they can see the ads being measured in front of them.

## AdProbe™ Sample Questions Per Ad

Respondents are taken to an online questionnaire, where they answer questions about each ad being studied



1a. When looking at this ad, what first catches your eye or interest? (Please check ALL that apply.)

- The headline/blurb
- The image
- The message
- The colors
- My need for the products/services advertised
- My familiarity with the company
- None of the above

1b. How would you rate this ad for its "eye catching" ability (noticeability)?

- Excellent
- Good
- Fair
- Poor

1c. How would you rate this ad for its information content?

- Excellent
- Good
- Fair
- Poor

1d. Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey.

## CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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