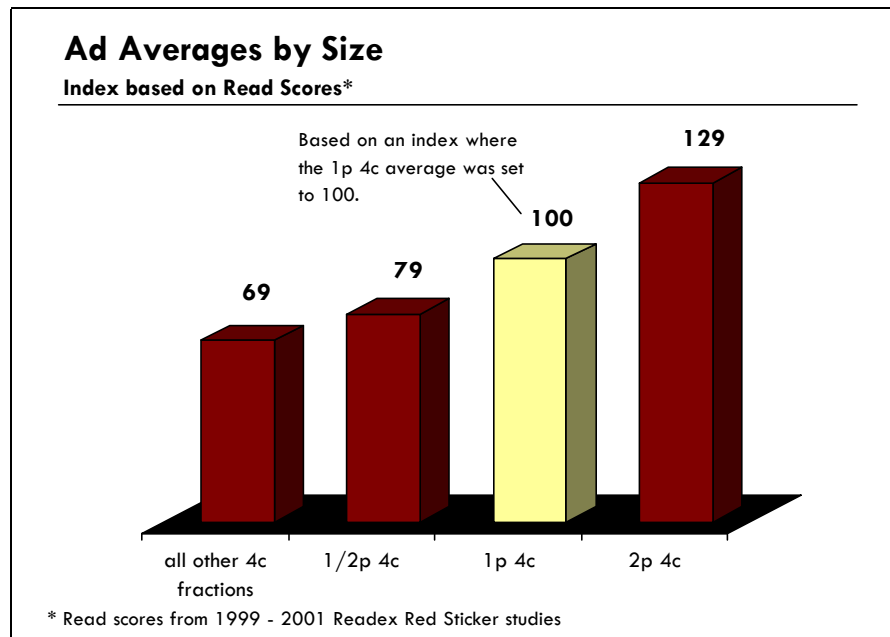


# X Ad Effectiveness

## Increased Ad Size Does Contribute to Getting an Ad Read



Before an ad is even read, a reader must see and attend to it. With only a moment to capture the reader's attention, it is important that the reader readily identifies the visual and message content of the ad. Increasing the size of an ad can help increase the chances that an ad will be read.

Increased ad size contributes to an ad's visibility, making it easier for the ad to be seen as the reader pages through the publication. With larger space, there is more room to explain specifically what a product will do for readers. In addition, larger illustrations can clearly demonstrate how the product works. Increased space allows for more text and use of larger type size for headlines and subheads. Overall, an ad will be more intrusive as its size increases.

The chart above illustrates the impact of increased size: 1-page, 4-color ads were read by 21% more respondents than 1/2-page, 4-color ads. Our data shows similar differences in read scores as ad size changed.

The data above is based on averages, and shows that larger ads increase the chances that readers will see and read an ad. It is important to note; however, that a 1/2-page ad will not automatically provide an increase in readers if it's simply recast as a full page, or a full-page ad is recast into a spread. Creative approaches should be designed to get the most out of an ad's size.

Advertisers with limited budgets need not become discouraged. Since the above data is based on averages, it is possible for a well-designed fractional ad to be read by a significant number of readers.

For an ad to be read it has to first be visible. Increased size can have a positive effect on ad readership when sound creative judgement and execution are used.

If you have any questions or need further information regarding the use of readership data, please contact us.