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SAMPLE AdStudy® Report

Advertiser

TEXTILE SERVICES

Month Year

Conducted By

SIGNET RESEARCH INC.
★ EST. 1968 ★

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This report contains the results of an **AdStudy®**, conducted by SIGNET RESEARCH, INC. using ads from the Month Year issue of *TEXTILE SERVICES*.

Established in 1968, SIGNET RESEARCH, INC. is a leading provider of Ad Measurement studies specializing in publication, association, and advertising research. Signet combines cutting-edge technologies with a commitment to client customization through its proprietary AdStudies.

The objective of the **SIGNET AdStudy®** is to measure Recall and Readership of ads that appeared in a particular issue.

Readers from the publication's circulation list are invited to participate in this online study. The invitation is sent after they receive the issue to be studied and before receiving the next issue. Participants are connected to a Signet website where they view the ads to be measured.

This report is based on returns from 166 respondents. The scores for advertisements appearing in particular editions are based only on respondents who received those particular editions of the publication. In order to reduce respondent fatigue a split sample technique was used, so that each respondent rated a portion of the studied advertisements, with the objective being a minimum base of 100 respondents per ad. In addition, in order to eliminate bias with regards to the order of viewing the ads, the sequence of viewing the ads was rotated.

By providing measurement scores to each ad and comparing it to others in the same issue, advertisers are given the opportunity to find new ways to better communicate with their audience and realize a stronger return on investment with their media buy. While these results represent a small sample of the magazine's total circulation, they do reflect the opinion and commentary of readers who are the most active, providing insight into how the general audience may react to the advertising.

SCORES USED IN THIS REPORT

Recall Seeing

- the percentage of respondents who recalled seeing the advertisement in the issue.

Recall Reading

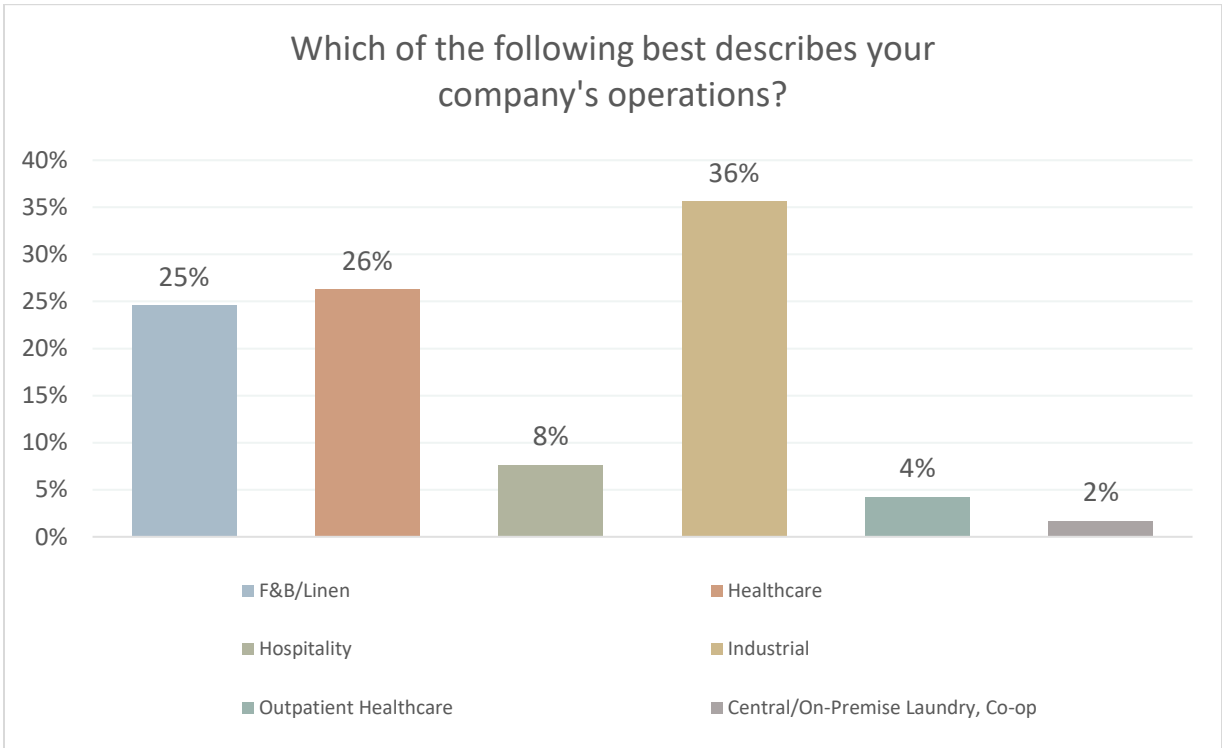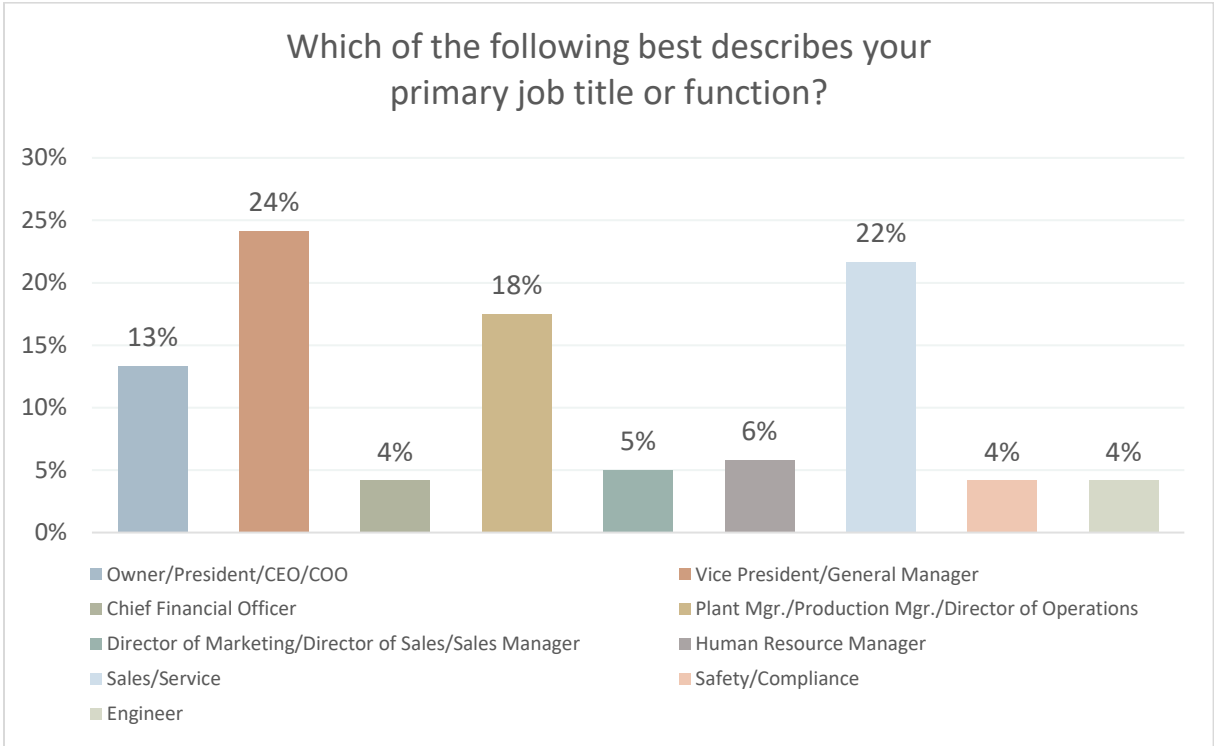- the percentage of respondents who read the advertisement.

AdStudy® Score

- a measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

Have Seen Sales Representation

- the percentage of respondents who have seen a salesperson from the company advertising or sales representation for the product advertised in the past six months.

Which of the following best describes your primary job title or function?

- Owner/President/CEO/COO — 13%
- Vice President/General Manager — 24%
- Chief Financial Officer — 4%
- Plant Mgr./Production Mgr./Director of Operations — 18%
- Director of Marketing/Director of Sales/Sales Manager — 5%
- Human Resource Manager — 6%
- Sales/Service — 22%
- Safety/Compliance — 4%
- Engineer — 4%

Which of the following best describes your company's operations?

- F&B/Linen — 25%
- Healthcare — 26%
- Hospitality — 8%
- Industrial — 36%
- Outpatient Healthcare — 4%
- Central/On-Premise Laundry, Co-op — 2%

Please indicate if you are involved, either as an individual or as part of a group or committee in the initiation, recommendation, specification, approval or purchase of any of the following products or services.

Accessories/Supplies Auxiliary	28%
Services	58%
Barcoding/AIS/RFID	32%
Boiler Room: Boilers, Air Compressors, Air Dryer, Water Softening Equipment, etc.	33%
Carts	44%
Chemicals	38%
Compressors	27%
Computer Systems/Information Technology (IT)	29%
Consulting Services	26%
CRT Cabinets/Towels	19%
Dust Control Processing Equipment	27%
Dust Control Products	38%
Emblems	29%
Employee Training	58%
Energy Conservation Equipment/Systems	29%
Financial Services/Accounting	26%
Insurance	21%
Finishing Equipment	31%
Fire-Resistant Apparel	21%
Hangers	32%
Healthcare Products	30%
Heat Sealing Equipment	27%
Laundry Processing Equipment	49%
Linens/Textiles	47%
Lockers	26%
Material Handling Equipment	38%
Safety Equipment	45%
Soil-Sorting Equipment	35%
Uniforms/Apparel	44%
Wastewater Treatment/Systems	35%

Involved in One or More: 88%

Multiple responses permitted

What action(s) have you taken during the past year as a result of advertisements and/or articles in TEXTILE SERVICES?

Bought products or services advertised	26%
Recommended/specified products	30%
Referred an ad/article to someone else in the company by passing along a tearsheet, e-mail link, photocopy or actual issue	33%
Discussed an ad/article with someone else in the company	48%
Requested additional information from a company, sales representative or distributor	20%
Visited an advertiser's Web site	48%

Took One or More Actions: 84%

Multiple responses permitted

Which of the following statements would you agree with?

The advertising in *TEXTILE SERVICES* educates and is an important part of the publication.	67%
I read through *TEXTILE SERVICES* as much for the advertising as for the articles.	43%
Companies that advertise build trust and are seen as a reliable source.	42%
None of the Above	9%

Multiple responses permitted

PUBLICATION VERBATIMS

Tell us how useful *TEXTILE SERVICES* is to you and how you use it in your job.

- Occasionally there are HR articles that have provided important information.

- It is very useful. I read it cover to cover. I use it to gain information. I use it to promote or company.

- Get knowledge of what is out there and forward to the right person that can make it happen.

- I refer the individuals I am training to pertinent articles and ads every month. I read the magazine carefully to glean the nuggets.

- Very useful.

- Keep up with the marketplace.

- I read it so that I can keep up on the industry.

- Good way to stay abreast of changing innovations in the industry.

- Look forward to it coming in. Whenever I am looking for something this is the 1st place I go.

- I use Textile Services as a primer for further research into technology that keeps our company on the leading edge to stay competitive.

- Potential vendor resource book.

- To keep updated on industry news and developments. The ads are helpful to keep us in the know of new and innovative products.

- I sometimes use is as a reference.

- I feel bad if I did not find the time to read through the monthly issues. I use it to be informed how our business evolves across the Atlantic and I sometimes use articles to show our staff for inside information or training.

- I look through Textile Services and read about what is new in the industry and learn about new products and services that are available.

- Keeps me up to date on services.

- I review the publication every month and encourage my staff to do the same. I find information on the latest innovations in the industry as well as insights from other operators very helpful.

- Articles are a good source to see what is available to use.

- Informative articles.

- Enjoy using and sharing it with new members of the company.

- Very.

- I use it to be aware of changes in the competitive landscape and understand our healthcare systems are managing their linens.

- Read most articles, review all innovation.

- I read the articles that are related to my industry and I always enjoy seeing the updates at the back of the magazine.

- Articles about safety are useful.

- It educates and keeps people in the industry updated on current laundry news, what's changed, the good and the bad.

- Is a great tool to have in your tool box!

- Primarily keeping me current with new technologies and solutions.

- Extremely!

- It is a staple in our industry. Good reference. Keeps me up to date.

- Extremely.

- I use Textile Services to see what is new in the industry and how to better our service and profit with new vendors.

- Informative on latest topics facing the industry.

- To learn about the industry and the products/services available.

PUBLICATION VERBATIMS

- The articles are very informative in helping me understanding the industry and how our operations relate.

- I primarily read for the articles. They keep me aware of industry trends and TRSA's legislative efforts.

- It is very important. Keeps me up to date on trends and innovation.

- Informative.

- Great idea initiator.

SIGNET
AdStudy®

TOP 5 ADSTUDY® SCORES*

1. Advertiser: 139

Ad Image Here

2. Advertiser: 134

Ad Image Here

3. Advertiser: 133

Ad Image Here

4. Advertiser: 132

Ad Image Here

5. Advertiser: 128

Ad Image Here

*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.
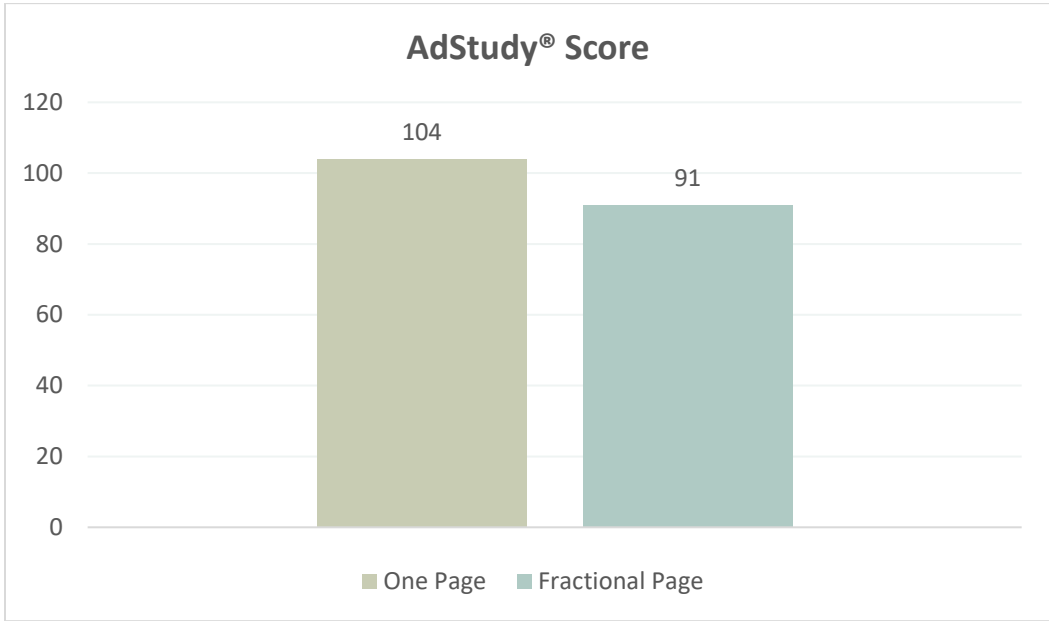
ADVERTISER SCORES

Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson
CHEMICAL						
Advertiser	1 page	21	111	61%	50%	30%
Advertiser	1 page	41	88	48%	40%	19%
Advertiser	1 page	C.2	97	51%	46%	18%
Average for Category			**99**	**53%**	**45%**	**22%**
CONSULTANTS						
Advertiser	1 page	27	101	57%	44%	4%
Advertiser	1 page	43	128	73%	55%	9%
Advertiser	1/2 page	1	56	29%	27%	10%
Average for Category			**95**	**53%**	**42%**	**8%**
WASH AISLE AND FINISHING MACHINERY						
Advertiser	1 page	13	116	65%	51%	12%
Advertiser	1/3 page	7	98	55%	43%	11%
Advertiser	1/2 page	61	61	35%	26%	5%
Advertiser	1 page	23	85	47%	38%	16%
Advertiser	1 page	31	83	50%	33%	2%
Advertiser	1 page	C.4	86	46%	40%	20%
Advertiser	1 page	19	92	55%	37%	19%
Advertiser	1/2 page	5	97	61%	36%	13%
Advertiser	1 page	25	116	63%	53%	18%
Advertiser	1 page	11	132	73%	59%	27%
Advertiser	1 page	17	78	45%	33%	8%
Average for Category			**95**	**54%**	**41%**	**14%**
MOPS						
Advertiser	1/3 page	35	84	47%	37%	12%
Average for Category			**84**	**47%**	**37%**	**12%**
INDUSTRIAL UNIFORMS						
Advertiser	1 page	3	139	74%	65%	15%
Average for Category			**139**	**74%**	**65%**	**15%**
ANCILLARY PRODUCTS						
Advertiser	1 page	9	124	68%	56%	20%
Advertiser	1/2 page	29	133	71%	62%	11%
Average for Category			**129**	**70%**	**59%**	**16%**

ADVERTISER SCORES

Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson
HEAT RECLAMATION/WATER						
Advertiser	1 page	C.3	118	69%	49%	13%
Average for Category			**118**	**69%**	**49%**	**13%**
SOFTWARE/TECHNOLOGY						
Advertiser	1 page	45	71	40%	31%	10%
Advertiser	1/2 page	33	134	71%	63%	17%
Average for Category			**103**	**56%**	**47%**	**14%**
EMBLEMS						
Advertiser	1/2 page	37	64	35%	29%	8%
Average for Category			**64**	**35%**	**29%**	**8%**
TOTAL ISSUE AVERAGE			**100**	**56%**	**44%**	**14%**

SIZE AVERAGES	NO. OF ADS				
One Page	**17**	**104**	**58%**	**46%**	**15%**
Fractional Page	**8**	**91**	**51%**	**40%**	**11%**

*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.

Percentages may not add up due to rounding.

SIZE/PLACEMENT AVERAGES

AdStudy® Score

The above are averages for the sizes of ads in this issue
(i.e. 104 is the average score for the One Page ads)

AdStudy® Score - Reader Traffic Flow
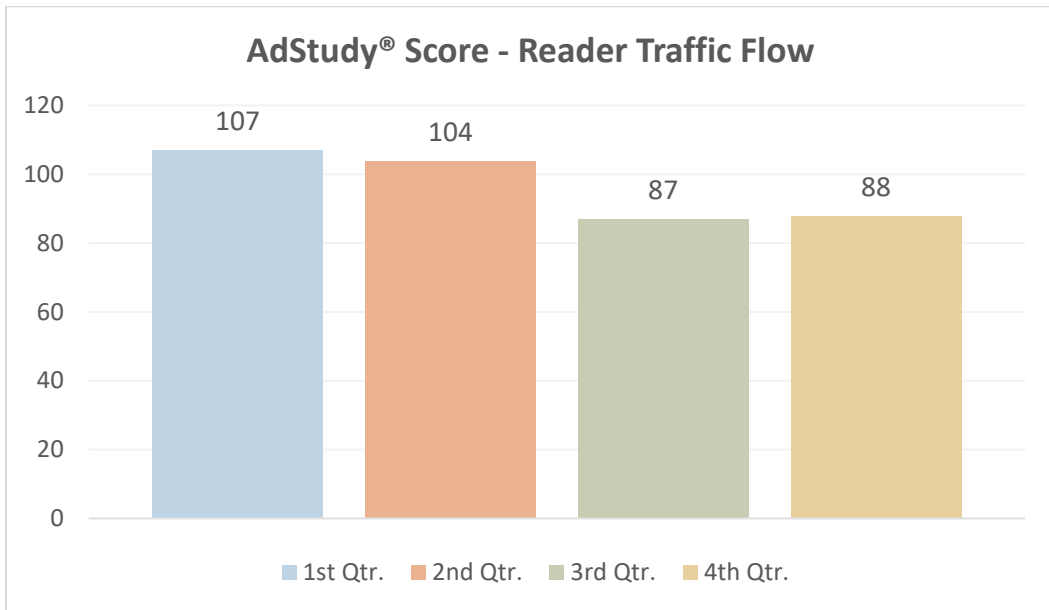
The above are averages per 1/4 of the magazine
(i.e. 107 is the average score for the first 1/4 of the book)

Advertiser 1 page PAGE: 14

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.

- This could've been a big help to small or regional companies that don't have a good route accounting system.

- Looks clean, straight to the point.

- Business software company.

- I like that it tells you a lot about what they can do. I like that it gives you different ways to get ahold of them. It tells you about all or most of the software they do.

- Nothing really. Guess software. What it does not state is what kind of software.

- If it weren't for Laundry in the name, I really wouldn't know.

- You have everything in the palm of your hands.

- We can help you manage your business.

- Software for the route.

- We're happy with our current system so wouldn't entertain it.

- Innovative.

- Not very well designed.

- Technology comes through, maybe stress service/support more.

- No opinion, as I have never heard of them.

- No opinion of advertiser. They offer services my company needs and services we do not use that may help/improve our operations.

- The advertiser is trying to convey the many software options that they offer and to what industries they are offered to. Also emphasizing the convenience of using the software on mobile phones.

- I see efficiency.

- Solutions.

- Complete software package geared specifically toward the linen industry.

- Production software.

- The ad tells details exactly what they do.

- Advertiser is portraying that the information is mobile and reliable. It gives no information on support or customization.

- They are trying to show that they have the software solutions for many kinds of commercial laundries and for many kinds of services. For me, there is too much text (that most people don't read/see in a split second).

- Smart solutions to laundry software.

- Nice and clean, haven't seen the product in action but am looking forward to visiting with them at the Clean Show.

- Hand held for route.

- Like bar code and RFID tracking service.

- Ad seems simple, clean and straight forward.

- Helping commercial laundries through an innovative approach.

- Invoice management.

- Solution software for laundry industry.

- Good looking and functional ad. Let's you know they offer different levels of software to better manage linen services.

- The ad seems crowded and messy. When I actually read it, the bullet points are short and concise but something about the colors makes me want to quickly move on.

- Am familiar with Advertiser, we use it. Ad pushes all the various functions of Advertiser.

- Everybody knows these guys and what they do - I would have some type of quote or something that leverages their market share.

- Invoicing, data analysis.

- Informative ad.

- To make tracking and accounting easier.

- I feel like the picture of the phone doesn't let me know what they do. It seems to misrepresent what their focus is.... even though they are discussing technology. It could be because I'd never heard of this company before though.

- Added/Improved software for laundry service. Software better way to manage products.

- Route accounting software.

- We have been using this system for over 10 years and has been a great help to making us better.

- Software for laundries.

- Apps to help commercial laundry operations.

- Need more information.

- Our company is looking at using the program.

- Informative.

- No nonsense ad. Straightforward. Telling me what they can do and how they can help me control info in laundry industry.

- Advancing route accounting to the paper less movement.

- Ad is colorful but specific.

- I LIKE THE AD.