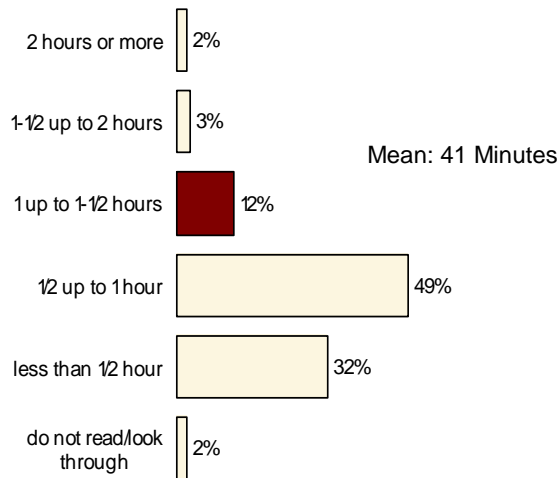
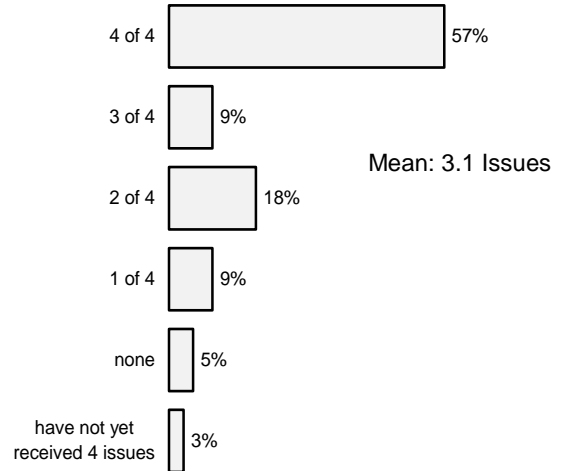


January/February 2012

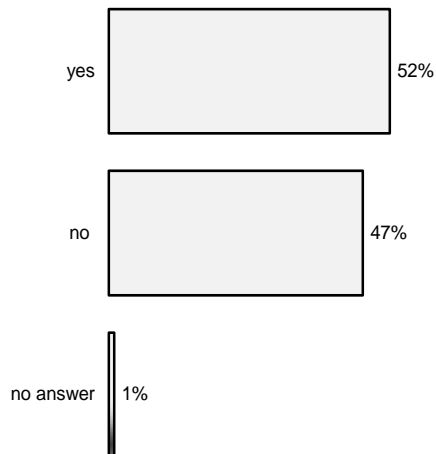
Including all the times you pick it up, about how much time do you spend reading or looking through a typical issue of *California CPA*?



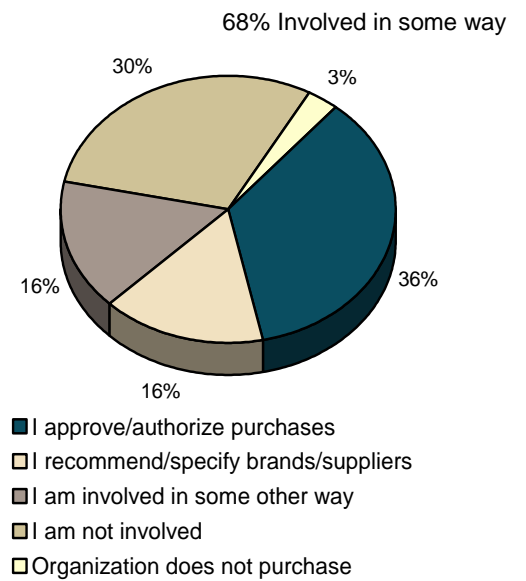
How many of the last 4 issues of *California CPA* have you read or looked through?



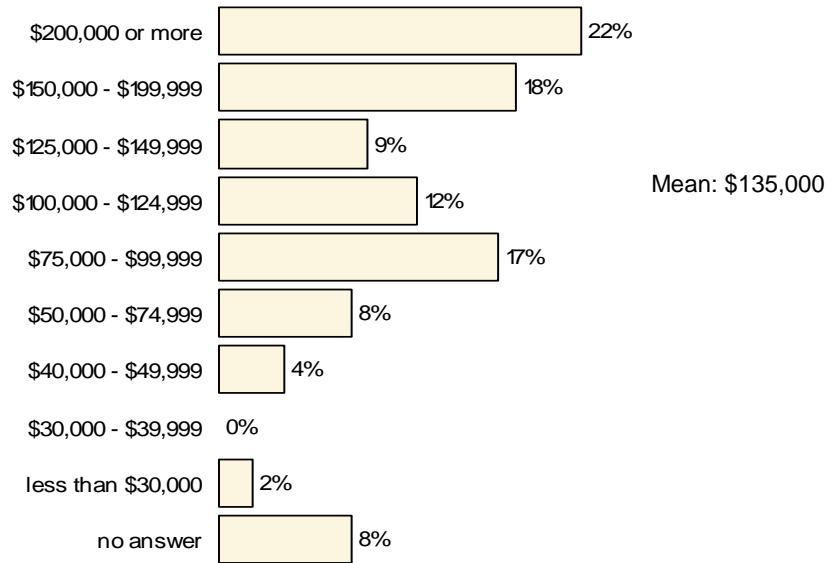
Are your copies of *California CPA* usually saved for reference?



What is your usual involvement in your organization's purchase of products/services?



Considering all sources, approximately what was your household's total 2011 income before taxes?



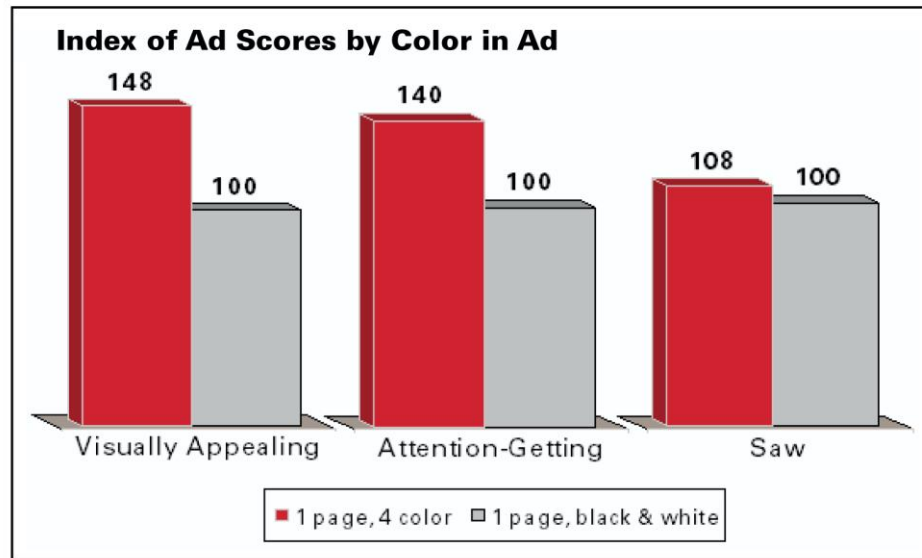
This electronic survey was sponsored by California CPA and conducted and reported by Readex Research, an independent survey research company that has worked with thousands of publications since 1947. Clients include business and trade publications, medical and agricultural journals, consumer magazines, as well as advertisers, corporate marketers and associations.

California CPA readers were invited to participate via emailed invitations. Results are based upon 152 responses and have a margin of error of $\pm 8\%$.



AD EFFECTIVENESS

If a Picture's Worth a Thousand Words, Is Color Worth the Premium?



Results were based on an index in which the average score for black and white ads was set to 100. Visually Appealing results were taken from 3,754 ads measured in 2005-2010 On Target Studies. Respondents were asked "Is this ad visually appealing?" Attention-Getting results were taken from 14,247 ads measured in 1992-2010 Ad Perception Studies. Respondents were asked "Is this ad attention-getting?" Saw results were taken from 12,602 ads measured in 1992-2010 Red Sticker Studies. Respondents were asked "When you first looked through this issue, did you...see this article or advertisement but not read any of it?"

Remember that old saying that a picture's worth a thousand words? Anecdotally, advertisers may find that advice helpful, especially since publishers don't charge more to run ads that have pictures in them. Color is a different story. Publishers usually charge a premium for color ads, so with that in mind, color can be worth a thousand dollars.

Advertisers whose budgets continue to contract will wonder what exactly color does for them. Do readers notice or care? Survey results suggest that in general, readers do notice and care whether there is color in ads. Furthermore, ad readership results indicate that color contributes to how readers engage with and perceive an ad.

Readers' verbatim comments help shed light on what black and white ads could do better to communicate with them. Here are a few comments readers made regarding black and white ads in On Target studies conducted in 2010.

"Because it was black and white, I seemed to miss it when looking through the magazine."

"The plain, black and white ad makes me think that this is a smaller vendor."

"Old-fashioned, out-of-date mainly due to gray tone of the ad."

Data also adds to this story. On average, 48% more readers responded that they found 1-page, 4-color ads Visually Appealing and 40% more found 1-page, 4-color ads Attention-Getting than black and white ads. In addition, 8% more readers responded that they Saw 1-page, 4-color ads than 1-page, black and white ads.

It's important to note that well-designed black and white ads can be successful, and simply adding color to a grayscale ad will not guarantee a boost in effectiveness. However, these results indicate that full color ads are generally seen more by readers and are more attention-getting and visually appealing than black and white ads.