

LANDSCAPE ARCHITECTURE MAGAZINE

THE MAGAZINE OF THE AMERICAN
SOCIETY OF LANDSCAPE ARCHITECTS

Advertising Impact
Study Issue
JANUARY 2022
JULY 2022

Reserve your
advertising space
today for this
special issue.

AD CLOSE:

Jan: November 22, 2021

July: May 19, 2022

For space reservations,
please contact:

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Free Advertising Impact Study

JANUARY & JULY ISSUE ADVERTISERS

Get Feedback on “What is” and
“What is not” working with Your Ads.

**Understanding what your clients
and prospects think about your
company’s advertising is priceless.**

LAM has partnered with Readex Research to obtain subscriber feedback about your advertising presentation and message.

Advertisers with a minimum of 3 display ad insertions during 2022, who run any size display advertisement in the January and/or July 2022 issue of LAM, will receive a bound report that provides an in-depth analysis of what a select group of readers think about your advertising message and its recall effectiveness.

Your Advertising Impact Study Measures:

- Attention-Getting Ability
- Believability
- Information Value
- Actions Generated
- Verbatim Responses on Message & Feelings

Run a display advertisement in the January or July 2022 issue of LAM, as part of a 3X or greater insertion order, to take advantage of this opportunity to connect with your targets.

What do I get?

- A full-color report including easy-to-read graphs and charts, illustrating survey results of all participating advertisers. (Verbatim comments are confidential and exclusive to each advertiser).
- An opportunity to get a check of how well your ad’s creative is doing its job of “stopping-eyes-on-the-page.”
- Ad design ideas that are working! High-scoring ads will be illustrated in each report. You’ll be able to see which ads get the most attention, provide information that’s believable and those that offer enough information to pique readers’ interests.

The American Society of Architects (ASLA) has hired Readex Research, a third-party research firm to conduct this Message Impact Study™. For more information about online and mail survey research, go to: www.readexresearch.com.