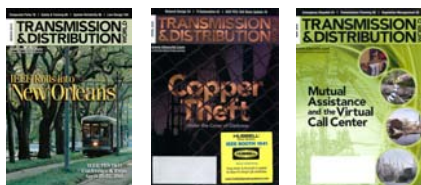


Ad Plus Studies

Research Opportunities from T&D World

AdPlus Master Report

A complete advertising effectiveness evaluation of the March, April and May 2010 issues of *Transmission & Distribution World*



PARAMOUNT
RESEARCH

2007 Wedgewood Place, CoraVille, IA 52241 319-338-7210 www.paramountresearch.com

AdPlus Studies will automatically be conducted at no additional charge over North American, International, and Worldwide edition display ads in each of the following study issues:

Study 1: March, April and May 2012

(Note: To qualify for this custom research, your ad must appear in each of the three consecutive study issues.)

Find Out Where You Stand in the Marketplace

Transmission & Distribution World is pleased to offer you custom research through Paramount Research AdPlus Studies. These studies offer advertiser-specific perception data – including verbatim feedback from our readers—your customers and prospects!

Learn how your company and products are perceived by our readers in this study designed explicitly to find out where you stand in the market.

This study is designed to help determine your ad's effectiveness and to provide invaluable market intelligence specific to your company and products. Receive feedback on:

- How your brand rates in terms of familiarity, reputation, quality, value, and more
- How your ad compares to your competitors'
- How our subscribers — your customers — react to your advertisement: if they recall seeing your ad, reading it, and their opinion about it
- How likely our subscribers are to purchase your product after seeing your advertisement

Verbatim Comments: Nothing resonates more than actual quotes from your target audience – you receive invaluable feedback from your customers and prospects!

Custom research with this level of information would cost your company thousands of dollars. It's free with your qualifying ad program!

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