



**For Immediate Release**  
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## **Triad Newspaper Ad Effectiveness Service Announces Measurement of Preprinted Inserts**

**Syndicated Ad Tracking Service Expands With Reporting of Newspaper Circulars**

**Nashville, TN** – Coda Ventures announced today that the scope of the Triad Newspaper Ad Effectiveness Service has expanded to include the measurement of preprinted newspaper inserts. Triad now reports syndicated ad effectiveness scores for both display ads and preprinted circulars appearing in the country's leading newspapers.

Marketers representing a diversity of advertising categories leverage preprints inserted into newspaper issues to target their best customers and prospects. In fact, a recent study fielded by Coda among more than 3,600 newspaper readers confirmed that two-thirds always or regularly read newspaper inserts, with more than nine out of ten readers taking action as a result.

According to Shannon Wagner, President, Account Service at NSA Media, "There is a growing demand for advertising accountability across all media platforms. Newspaper inserts are strategically utilized by many of our clients as a critical part of their media mix. Triad's ability to track the effectiveness of these inserts will help quantify the value of this important newspaper platform."

Employing a Web-based methodology, the Triad Service surveys issue-specific readers to report ad effectiveness metrics that include campaign recall, likability and creative stopping power, as well as newspaper engagement scores and advertiser-specific data.

Triad also reports the specific actions that readers take as a result of exposure to newspaper ads, from store visits to product purchases to social media buzz. With the addition of preprinted newspaper inserts, Triad surveys now include additional reader actions customized for these unique advertising units, including readers who bring circulars to the store and those taking advantage of coupons or special offers.

The ad effectiveness scores for newspaper inserts are included in the syndicated Triad database and are available to subscribers through a variety of ad effectiveness reports and Triad norms.

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**About Coda Ventures** Coda Ventures is a media research firm specializing in advertising effectiveness. Coda's syndicated Triad Newspaper Ad Effectiveness Service employs an online methodology to report the effectiveness scores of issue-specific ads and circulars appearing in the country's top newspapers on an ongoing basis. Coda also offers custom research solutions that help marketers quantify the return on their advertising investments, and enable newspaper publishers to identify and test new revenue opportunities. ([www.CodaVentures.com](http://www.CodaVentures.com))