



Signet AdStudy® offers objective research on the effectiveness of your advertising message. Complimentary research is available to you in the February, July and November issues of *Chemical Engineering*.

The Signet Ad Study® generates direct leads from print ads while allowing readers to comment on their impression of the ad message, advertiser and products/services being promoted.

Measure your print advertising return on investment


Find out if your ads have impact. Compare your advertising with the competition. Discover which ads score well. Test the impact of different ads. Learn how readers perceive the message of your ad through extensive verbatim feedback. Survey results are available approximately 10 weeks after the issue is mailed.

Generate leads from print advertising

As readers take the survey and study your ad, they have the option to request more information from your company. Past advertisers have received up to 30 leads from the Signet AdStudy®.

Sample Question online questionnaire

Respondents are taken to an online questionnaire, where they answer questions about each ad being studied



3RD ANNUAL CONNECTED PLANT CONFERENCE
Harnessing Digital Tools to Drive Success
February 19-21, 2019 | Sheraton Charlotte Hotel | Charlotte, NC

Hosted by: **POWER** **CHEMICAL ENGINEERING**

Hosted by POWER and Chemical Engineering, the 3rd Annual Connected Plant Conference provides attendees with the latest digital monitoring, diagnostic, analytics, Industrial Internet of Things, and decision-support technology for the power generation and chemical process industries. Sessions are tailored to offer actionable information and strategies to maximize the use of data, analytics, and related technology to drive efficiency improvements, preventative and predictive maintenance programs, and staff safety. The format is designed for professionals who are leading digital adoption at all stages. Visit the event website for a summary of the 2019 conference, attendee list, and video highlights. The 2019 conference program and site tour details will be available this fall.

Register early and save \$200 with the Loyalty Rate!
SPEAKING AND SPONSORSHIP OPPORTUNITIES ARE AVAILABLE!
connectedplantconference.com

1a. Do you remember seeing this ad when you looked through the issue?
 Yes
 No

1b. Did you read enough of it to get the message?
 Yes
 No

1c. Have you seen a sales representative from this company or sales representation for this product in the past six months?
 Yes
 No

1d. 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.

Contact your sales rep for more information.

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