2012 Starch Schedule

The Wall Street Journal's Starch Advertising Readership Program provides advertisers an opportunity to measure the extent to which their ads are seen and read by Journal subscribers. These studies are based on in-person interviews and provide four readership criteria:

Noted/Aided-Recall: The percentage of people interviewed who remembered having previously seen or read the advertisement in the issue being studied.

Associated: The percentage of people interviewed who not only "Noted" (recalled) the advertisement but also saw or read some part of it which clearly indicated the name of the brand or advertiser.

Read Any: The percentage of people interviewed who read any part of the ad's copy.

Read Most: The percentage of people interviewed who read at least half of the written material in the ad.

The Starch methodology also allows advertisers to ask a limited number of proprietary questions (one question per advertiser per survey) on a first-come, first-served basis. Participation in this program is free to Journal advertisers who run in the specific issue dates listed below**. Eligible ads are *national ROP*** with at least 7 column inches. For details, please contact your Wall Street Journal representative.

2012 Date	Day of the Week
January 12	Thursday
January 25	Wednesday
February 14	Tuesday
March 9	Friday
March 17	Saturday
March 19	Monday
April 5	Thursday
April 16	Monday
April 28	Saturday
May 1	Tuesday
May 16	Wednesday
June 7	Thursday
June 22	Friday
July 24	Tuesday
September 12	Wednesday
September 24	Monday
October 12	Friday
October 27	Saturday
October 29	Monday
November 15	Thursday
November 27	Tuesday
December 5	Wednesday
December 14	Friday

Schedule is subject to change without further notice.

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