of personal relevance, respondents were representative of the universe of consumers
targeted by the sponsor brands (e.g., prior or potential users of the product).

**Experimental Procedure**

Subjects were randomly assigned to one of two timing conditions (immediate, 24-hour delay), and to one of the four advertising conditions, for one of the product
categories. They were informed that the purpose of the study was to assess their attitude
toward a new magazine targeted at college students. In order to justify the return session
for those in the delay conditions, all participants were told that the study was structured
as a series of phases, which they might not be able to complete during one session.\(^{38}\)

Respondents were handed a booklet and were instructed to look through it as if
they were browsing through a magazine. The booklet contained a magazine cover page, a
table of contents, and three advertisements, with the second advertisement in the series
being the advertisement of interest (see Appendix B). Participants were allowed to view
the booklet for two minutes. After the two minutes, subjects were instructed to remove an
index card from the inside back cover of the booklet. A three-digit number

\(^{38}\) In order to prevent participants from rushing in an attempt to complete all phases in
one session, the experimenter explained that they would be unable to proceed to
subsequent phases of the experiment until all respondents had completed each specific
phase.