

# REACH THE NATION'S TOP QUALITATIVE RESEARCH EXPERTS AND PROFESSIONALS.

QRCA VIEWS magazine is a quarterly publication featuring ideas and tools for qualitative research. Peer-reviewed articles keep the audience updated on important new technologies, industry issues, and the latest news and developments geared specifically for the qualitative field. The publication prints more than 1,800 copies per issue and is available to the QRCA's ever-expanding distribution list, which includes members as well as their clients. A digital edition is also available online, through the QRCA website, doubling your advertising exposure. QRCA, along with its publishing partner, E&M Consulting, Inc. exists to promote excellence in the field of qualitative research by pooling experience and expertise to create a base of shared knowledge.



QUALITATIVE RESEARCH  
CONSULTANTS ASSOCIATION

FOR MORE INFORMATION

Rob Schmidt, Magazine Sales Associate

800.572.0011 / 651.815.4169 / rob@emconsultinginc.com



## BACKGROUND

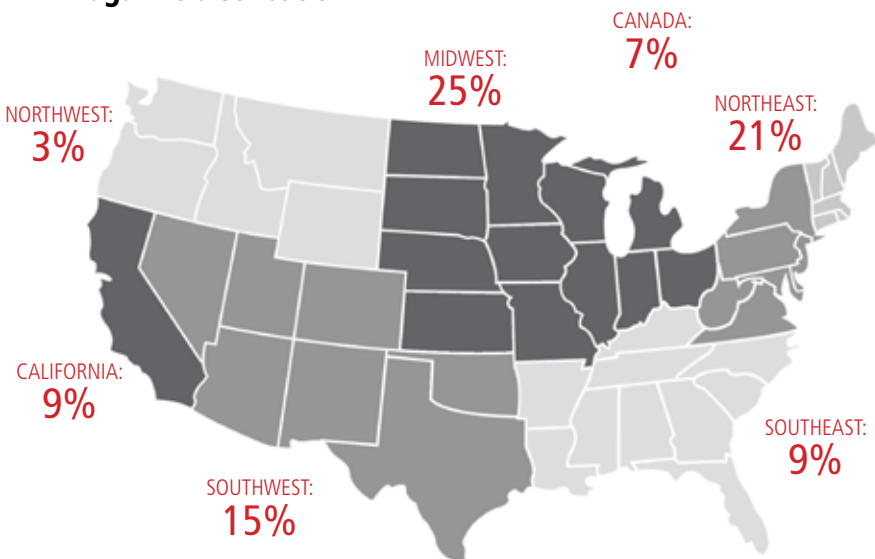
QRCA is the place for cutting-edge qualitative research. QRCA is a nonprofit association of consultants involved in the design and implementation of qualitative research, including focus groups, in-depth interviews, and observational research. QRCA offers educational webinars, informative articles, conferences, and career resources to keep members up-to-date in a rapidly changing industry. QRCA is dedicated to advancing the discipline of qualitative research worldwide and promoting excellence in the field by pooling experience and expertise to create a base of shared knowledge.

# 1,800+

complimentary issues sent four times a year to current members of the QRCA, as well as new members joining throughout the year and research buying company subscribers.

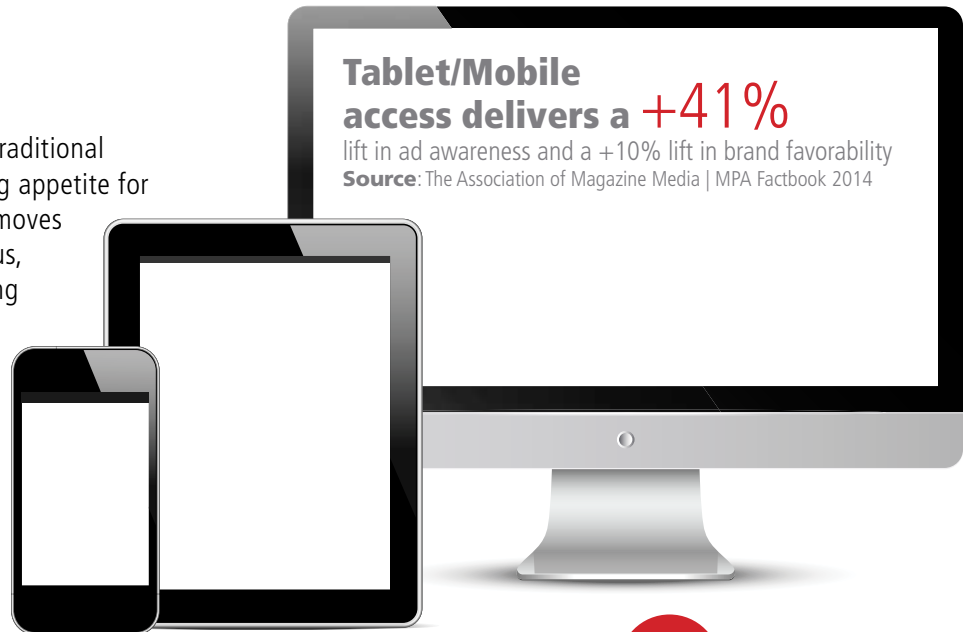
## DISTRIBUTION

**Percentage breakdown of Magazine distribution:**



## DIGITAL EDITION

Digital versions of *QRCA Views* deliver traditional media to an audience with an increasing appetite for new digital content. Online readership moves content to new levels with instantaneous, 24/7 accessibility and unmatched sharing capability. One interested reader can deliver articles and advertisements to colleagues and friends, bringing multitudes of new views and subscribers. And research shows that an increased online readership increases print-only readership, expanding the benefit even further.



### BONUS EXPOSURE

Reach a wider audience of those reading the digital edition exclusively on the association website.



### TARGETED ADVERTISING

Advertise to industry professionals already interested in industry trends, news, and vendor information.



### DRIVE WEB TRAFFIC

Clickable ads link directly to your website to pull additional traffic and bring in immediate responses.



### EXCLUSIVE ONLINE ACCESS

Online readers can view your advertisement 24/7 and reference past editions through the digital edition.



### EXPONENTIAL SHARING

Social media posts highlight and include links to the latest edition, increasing views and share potential.



### EASE OF USE

The digital layout matches the print magazine format; it's familiar, quickly accessible, and easy to read.

# Editorial Calendar

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**SPRING** | Ad Sales Deadline: MM DD, 2016  
Materials Deadline: MM DD, 2016

**FALL** | Ad Sales Deadline: July 21, 2016  
Materials Deadline: August 04, 2016

**SUMMER** | Ad Sales Deadline: May 13, 2016  
Materials Deadline: June 01, 2016

**WINTER** | Ad Sales Deadline: November 10, 2016  
Materials Deadline: December 01, 2016

Editorial and artwork dates listed above for this magazine reflect the timely release of each issue. Please take into account that some information does change at the discretion of the association or its publisher, E&M Consulting, Inc. The association and its publishers have done their best to provide accurate information. Dates are updated as needed and for most accurate issue calendar, please contact the publisher's Editorial Team.

# Advertising Rates

All rates listed are per issue. All rates include a link to your website on the digital edition of the magazine.

Full Color Rates	1 Issue	4 Issues
Double Page Spread	\$1,899	\$1,699
Back Cover	\$1,899	\$1,699
Inside Covers	\$1,799	\$1,599
Full Page	\$1,599	\$1,399
1/2 Page	\$1,299	\$1,199
1/4 Page	\$799	\$699
Business Card	\$449	\$399

Full Color Advertorial Rates	1 Issue
One Page	\$1,499
Two Page	\$1,799
Center Spread	\$1,999

## FOR MORE INFORMATION

Rob Schmidt,  
Magazine Sales Associate  
800.572.0011 / 651.815.4169  
fax. 952.448.9928  
rob@emconsultinginc.com

# CONTRACT FOR ADVERTISEMENT

DATE:				
SALESPERSON:				
AD LOCATION:				
COLOR:				
Y: N:				
PAST ADVERTISER:				
PAST AD PROOF SENT:				
RUN SAME AD:				
Y: N:				
# OF ISSUES:				
<input type="checkbox"/> 1 Issue				
<input type="checkbox"/> 4 Issues				
<input type="checkbox"/> Annual				
<input type="checkbox"/> ___ Issues				
UNKN:				

AD SIZE	QTY	COST	AD CREATION COST
BUSINESS CARD	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$29
1/8 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$29
1/4 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$49
1/3 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$49
1/2 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$69
FULL PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
INSIDE FRONT COVER	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
INSIDE BACK COVER	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
BACK COVER	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> _____

ADVERTISEMENT COST: \$ _____	<b>TOTAL AD COST: \$ _____</b> <i>(per issue)</i>
AD CREATION COST: \$ _____	<input type="checkbox"/> Invoice In Full
AD CHANGE COST: \$ _____	<input type="checkbox"/> Invoice Per Issue
PREFERRED AD LOCATION (\$39): \$ _____	
NAME OF BUSINESS ADVERTISING: _____	
CONTACT PERSON: _____	
ADDRESS: _____ _____	
PHONE #: _____	
CELL #: _____	
FAX #: _____	
EMAIL: _____	
WEBSITE: _____	

**FOR OFFICE USE ONLY**

ISSUE	DATE	AMOUNT	PAYMENT	TRANS. ID #

I (advertising company) represent and warrant that the advertisement, articles, content, text, images, pictures and/or logos that I am sending to E&M Consulting, Inc. (E&M) are registered trademarks of my company, and that I am not infringing on any other person's copyright, trademarks, rights of literary property, intellectual property, nor do they violate the rights of privacy of, or libel other persons. If I am placing/listing subdivisions/developments I also represent and warrant that I or my Company own, develop, or represent lots for sale in the development(s)/subdivisions. I agree to indemnify and hold harmless E&M against any claims, judgments, court costs, attorney's fees and other expenses arising from any alleged or actual breach of these warranties. All advertisers will be sent one proof of their advertisement. All changes on the proof will be final and if the proof copy is resubmitted by fax or mail after the deadline given, the proof changes will not be guaranteed. Proof copies are for error corrections only. If ad copy is not received within 30 days of this contract, an ad proof will be created based upon the information in this contract. Payment is required in advance to guarantee space on this publication. If payment by credit card, I authorize E&M to charge the credit card provided for full payment of all advertisements placed with E&M.

\_\_\_\_\_  
 AUTHORIZED SIGNATURE                      DATE  
 TITLE: \_\_\_\_\_

**Send This Contract, Copy of Your Ad Layout & Full Payment Payable To:**  
 E&M Consulting, Inc.      Phone: 800-572-0011  
 1107 Hazeltine Blvd, Ste #350      Fax: 952-448-9928  
 Chaska, MN 55318  
 www.emconsultinginc.com      artwork@emconsultinginc.com

**BILLING CONTACT** *(if different than above)*

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

PHONE #: \_\_\_\_\_

FAX #: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**BILLING/AD INSTRUCTIONS**

\_\_\_\_\_

\_\_\_\_\_

**PAYMENT INFORMATION**



BILLING ADDRESS: \_\_\_\_\_      NAME AS IT APPEARS ON CARD: \_\_\_\_\_      ZIP CODE: \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_      SIGNATURE IF DIFFERENT FROM AUTHORIZED SIGNATURE: \_\_\_\_\_      SECURITY CODE: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_

# Advertising Specs

**TWO-PAGE SPREAD**

(2 x Full Page)  
 Trim: 10.875" x 16.75"  
 Margin: 10.5" x 16.375"  
 Bleed: 11.125" x 17"

**FULL PAGE**

Trim: 8.375" x 10.875"  
 Margin: 8" x 10.5"  
 Bleed: 8.625" x 11.125"

**HALF PAGE**

Vertical:  
 3.75" x 10"

**HALF PAGE**

Horizontal: 7.5" x 5"

**THIRD PAGE**

Vertical:  
 2.5" x 10"

**THIRD PAGE**

Horizontal: 7.5" x 3.125"

**QUARTER PAGE**

Vertical: 3.75" x 5"

**SIXTH PAGE**

Vertical: 2.375" x 4.625"  
 Horizontal: 4.625" x 2.375"

**EIGHTH PAGE**

Horizontal: 3.5" x 2.5"

**BUSINESS CARD**

Horizontal: 3.5" x 2"

**MAGAZINE SIZE**

Trim Size — 8.375" x 10.875"  
 Safe Zone — 1/4" on all sides  
 Bleed Size — 1/8" on all sides  
 Binding — Perfect Bound

Note: Text placed outside the safe area of any Full Page ad may be cut off. Please keep text inside the safe area.

Additional sizes may be available for this publication. Please contact an E&M representative for more spec information.

# Advertising Submissions

## IDEAS FOR ITEMS THAT ASSIST IN CREATING YOUR AD

- 2-3 business cards (no staples please)
- Original photos (printed images may create poor quality images)
- Camera ready art
- Clean logos, email preferred. If not, please send (business cards/ letterhead/etc.)
- Colors you'd like in your ad or logo (Pantone #'s if available)
- Any ideas & sketches for layout, etc.
- Computer files containing artwork, logos, etc. (see page 4 for file size and specifications)
- Development plats
- Link to company website
- Past ads

## SENDING YOUR COMPUTER FILES VIA MAIL OR EMAIL?

- We prefer Adobe Illustrator, Photoshop or InDesign files
- We can work with Microsoft Word and PDF files
- We welcome "Stuffed" or compressed files if needed
- TIF, EPS, or JPEG formats for photos/images
- Mac or PC files are acceptable
- CDs or flash drives can be mailed in

### FOR MORE INFORMATION

Rob Schmidt,  
Magazine Sales Associate  
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fax. 952.448.9928  
rob@emconsultinginc.com

### TO SUBMIT ARTWORK

Carrie Billig,  
Graphics Department  
800.572.0011  
fax. 952.448.9928  
artwork@emconsultinginc.com

### E&M ADDRESS

1107 Hazeltine Boulevard,  
Suite #350  
Chaska, MN 55318  
800.572.0011  
fax. 952.448.9928

# Advertising Partners (partial list)

Burke Institute

C+R Research

ClearView Research, Inc.

Complete Research Connection

Consumer Opinion Services

Creative Consumer Research

Dawn Smith Field Management

Fieldwork

Focus Groups of Cleveland, Inc.

Focus Pointe Global

FocusVision Worldwide

InsideHeads

Interactive Video Productions, LLC

J S Martin Transcription Resources

Mercaplan

Paramount Market Publishing, Inc.

Practical Imagination Enterprises

RIVA Training Institute

RRU Research

Schlesinger Associates

Survey Center Focus