

QRCA

VIEWS



For More Information

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Who We Are

QRCA is the voice of qualitative research. We work hard to be the place where research buyers and our members look first for knowledge and insights from leaders in the field. QRCA is the best place to see the newest methods that researchers across the globe are using to get more insights, more learning and better results than ever.

What They Are Saying

“Fieldwork has been a proud supporter of QRCA and its members for many years. As we have expanded to add new facilities and services for research professionals, our advertising in VIEWS has allowed us to continue to reach that valued audience.”

– **Fieldwork**



Advertising and sponsorship sales in print media outperform those in digital **73 to 27 percent**

– *The Angerosa Research Foundation*

7 out of 10 readers spend more time with industry-related print publications than with mainstream business or consumer print magazines – *ABM*

Adults **under 35 read more** magazines per month than their older counterparts

– *Association of Magazine Media (MPA)*

AD DEADLINES

SUMMER

Ad Sales Deadline: March 28, 2017

Artwork Deadline: May 4, 2017

Estimated Delivery: June 2, 2017

WINTER

Ad Sales Deadline: September 28, 2017

Artwork Deadline: October 31, 2017

Estimated Delivery: November 30, 2017

FALL

Ad Sales Deadline: June 22, 2017

Artwork Deadline: August 3, 2017

Estimated Delivery: September 1, 2017

SPRING

Ad Sales Deadline: December 29, 2017

Artwork Deadline: February 2, 2018

Estimated Delivery: March 3, 2018



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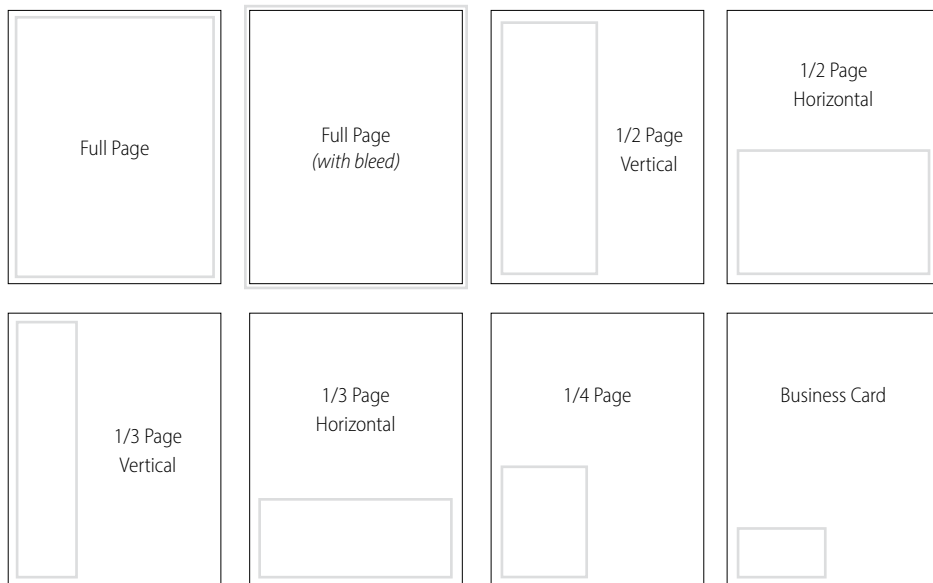
SIGN UP ONLINE! www.emconsultinginc.com/adreservation/QRCAMAG/

Rates listed are per issue.

Size	1 Issue	4 Issues	Digital Link
Full Color			
Business Card	\$499	\$449	<p>\$125 / issue</p> <p><i>Add your company website to the online ad and enhance your web traffic from the digital publication.</i></p> <p><i>Available at any ad size or placement.</i></p>
1/4 Page	\$849	\$799	
1/2 Page	\$1,399	\$1,299	
Full Page	\$1,699	\$1,499	
Inside Covers	\$1,899	\$1,699	
Back Cover	\$1,999	\$1,799	
Double Page Spread	\$1,999	\$1,799	

Ad Specs (width by height)

- Double Page Spread 10.875" x 16.75"
- Double Page Spread (with bleed) ... 11.125" x 17"
- Full Page 8.375" x 10.875"
- Full Page (with bleed) 8.625" x 11.125"
- 1/2 Page Horizontal 7.5" x 5"
- 1/2 Page Vertical 3.75" x 10"
- 1/4 Page 3.75" x 5"
- Business Card 3.5" x 2"



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.



Ad Specs (width by height)

Full Side Banner.....	200 x 860px
Double Box.....	200 x 567px
Single Box.....	200 x 275px

Digital Magazine Banners*	1 Issue	4 Issues
Single Box	\$250	\$1,000
Double Box	\$400	\$1,600
Full Side Banner	\$500	\$1,800

*2 banners available or up to 6 single box ads available.

In addition to print, the *QRCA VIEWS* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website.

Extend your print advertising investment with the unique benefits of digital media:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

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CONTRACT FOR ADVERTISEMENT

DATE:			AD CREATION COST	
SALESPERSON:	AD SIZE	QTY	COST	
AD LOCATION:	BUSINESS CARD	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$29
COLOR:	1/8 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$29
Y: N:	1/4 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$49
PAST ADVERTISER:	1/3 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$49
PAST AD PROOF SENT:	1/2 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$69
RUN SAME AD:	FULL PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
Y: N:	INSIDE FRONT COVER	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
# OF ISSUES:	INSIDE BACK COVER	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
<input type="checkbox"/> 1 Issue	BACK COVER	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
<input type="checkbox"/> 4 Issues		<input type="checkbox"/>	\$ _____	<input type="checkbox"/> _____
<input type="checkbox"/> Annual				
<input type="checkbox"/> _____ Issues				

ADVERTISEMENT COST: \$ _____

AD CREATION COST: \$ _____

AD CHANGE COST: \$ _____

PREFERRED AD LOCATION (\$59): \$ _____

***TOTAL AD COST: \$ _____** **PF**
(per issue)

Invoice In Full
 Invoice Per Issue

ADVERTISER INFORMATION

NAME OF BUSINESS _____
 ADVERTISING: _____

CONTACT PERSON: _____

ADDRESS: _____

PH #: _____ CELL #: _____

FAX #: _____

EMAIL: _____

WEBSITE: _____

OFFICE ONLY

OP: _____ UNKN: AD CODE: _____ LAND PG:

ISSUE	DATE	AMOUNT	PAYMENT	TRANS. ID #

SEND THIS CONTRACT, AD LAYOUT & FULL PAYMENT PAYABLE TO:

E&M Consulting, Inc. Phone: 800-572-0011
E&M Management, LLC Fax: 952-448-9928
 1107 Hazeltine Blvd, Ste #350 artwork@emconsultinginc.com
 Chaska, MN 55318 www.emconsultinginc.com

BILLING INFORMATION

CONTACT PERSON: _____

ADDRESS: _____





PH #: _____ FAX #: _____

EMAIL: _____

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. and/or E&M Management, LLC (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. 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 and listings placed with E&M. Issues of this publication may be archived online indefinitely. The publication sponsor determines the time each publication is archived. Contact E&M to have your ad taken down or revised for a fee.

SIGNATURE: _____ DATE: _____

AD/BILLING INSTRUCTIONS

***PAYMENT INFORMATION:**     ***A \$3.50 PROCESSING FEE WILL APPLY TO ALL CREDIT CARD PAYMENTS.**

BILLING ADDRESS: _____ NAME AS IT APPEARS ON CARD: _____ ZIP CODE: _____

CARD NUMBER: _____ SIGNATURE FOR CARD PAYMENT: _____ SECURITY CODE: _____

EXP. DATE: _____

