

# Research Project Discounts

FOR MEMBERS OF THE ACADEMY OF MARKETING SCIENCES (AMS)





## About Qualtrics

Qualtrics is a global provider of market research and survey software solutions. We provide a platform for designing, distributing and evaluating surveys, with the end goal of making sophisticated research simple for everyone.

## Exclusive Discount For AMS Members

You've designed your study. You've built a survey. But where are you going to find respondents? Qualtrics has made this important step easier by making AMS members eligible for discounted, flat-rate pricing on panels of respondents.

## AMS Panels Pricing, Best Value

 <p><b>GENERAL POPULATION</b></p> <p>If you're like most people and simply need responses from the general U.S. population, this price can't be beat. And setup is simple. All you need to do is create a survey using your institution's Qualtrics license, and our panel team will get you as many responses as you need. Project minimum is \$800, and you can contact the Qualtrics panel team for full details.</p>	<p><b>Only \$5 per complete!</b></p>
 <p><b>CUSTOM CRITERIA</b></p> <p>Say, for example, you need to collect feedback from 1,000 homemakers in NY with household incomes over 80k. Can we manage that? Absolutely. Create your Qualtrics survey and then contact our team for custom, discounted pricing for panels that require more specific criteria, such as ethnicity, age, location, B2B, etc.</p>	<p><b>Starting at \$6.25 per complete!</b></p>

FOR MORE INFO ON AMS DISCOUNTED PANELS, PLEASE CONTACT [Panels@Qualtrics.com](mailto:Panels@Qualtrics.com)