

# BECOME A CASRO WEBSITE UNDERWRITER

## INCREASE YOUR VISIBILITY ONLINE!

CASRO is offering a new, exclusive opportunity to get your company noticed by the decision makers of market research.

Executives at CASRO member companies, buyers of market research services and many others seeking information on data analytics, survey methodology, privacy and other critical research industry issues, rely on the resources available on the CASRO website. Since 1975, CASRO has been a respected source for legislative information and advocacy and an expert on privacy, legal and regulatory matters. Recently redesigned, the CASRO website features a member directory, the often-cited *CASRO Code of Standards & Ethics*, information for the general public regarding market research, details on the association's many initiatives, as well as a member's-only portal that provides access to such content as model forms and contracts, business practice guidelines and much more.

### ■ High Visibility—Average Monthly Stats for casro.org: (May 2011-May 2012)

Total Visits: 10,715

Unique Visitors: 7,728

Pages Viewed: 29,227

### ■ Exclusive Opportunity—Limit of six logos (with embedded link to your company's website)

Your company's logo will rotate on ALL pages of the CASRO website (except the home page) for 12 months: January 1 through December 31.



### Ad Specifications:

FILE FORMAT: JPG, PNG or GIF

FILE SIZE: 233 pixels wide by 135 pixels high at 72 pixels per inch

RATE: \$6,000 (Available to CASRO Members Only)

YOUR LOGO appears here on all CASRO website pages (excluding home page)



E-mail files to [art@casro.org](mailto:art@casro.org) along with the web url that the logo will link to.