



# 2018 MEDIA KIT



# WHO

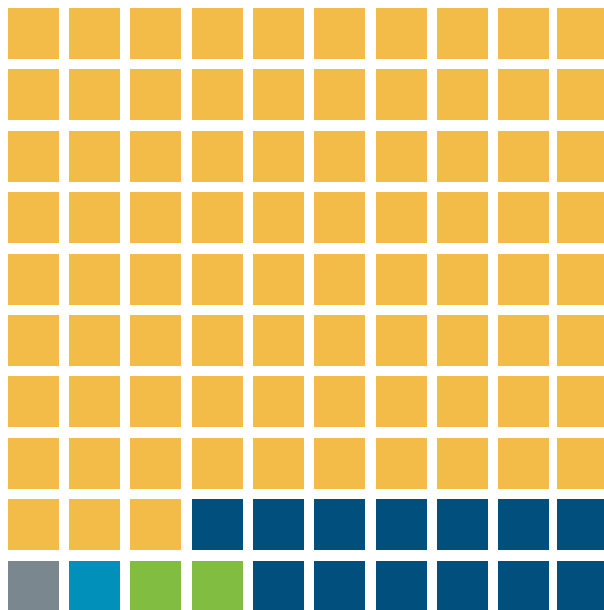
QRCA members are the world's top experts in all types of qualitative research — including focus groups, ethnography, customer experience, design thinking and one-on-one in-depth interviews. QRCA members work with clients in a broad range of business and non-profit settings, such as B2B, B2C, education, health care, packaged goods, and publishing.

QRCA's *VIEW*S magazine is also mailed to more than 1,000 research buyers in diverse settings. Buyers represent Fortune 500 companies, non-profits, and small business.

## MEMBERSHIP PROFILE

2,500 plus of the top research buyers; practitioners from solo to large companies, research buyers, teachers, college/university faculty and students; and other affiliated industry professionals read *QRCA VIEW*S.

- Individual Members: **663 = 83%**
- Graduate Student/Faculty: **105 = 13%**
- Candidate Members: **16 = 2%**
- Retired Members: **11 = 1%**
- Other/Misc = **1%**



# WHAT

Your *VIEW*S Magazine provides a vehicle to disseminate valuable ideas, practices, observations and research in the field of qualitative research. The magazine reaches a broad audience, including practitioners from solo to large companies, research buyers, teachers, college/university faculty and students.



**8 OF OUT 10 MEMBERS SEE ADVERTISERS AS A SUPPORTING MEMBER OF THEIR INDUSTRY**



**74% OF READERS ARE MORE WILLING TO BUY PRODUCTS AND/OR SERVICES FROM ADVERTISERS**



**4 OUT OF 5 ADVERTISERS RENEW THEIR ADS QUARTERLY AS THEY FIND THEIR ROI MORE THAN WORTH IT!**

**91% OF AMERICAN ADULTS HAVE READ A MAGAZINE IN THE LAST SIX MONTHS**

# WHY

Our goal: promote excellence in the field of qualitative research by pooling experience and expertise to create a base of shared knowledge. This magazine is a product of that knowledge base. What makes it so successful is your input! Fully utilize your membership and share your industry advances with your peers.



[CLICK HERE](#)  
to see a  
past issue!

WHAT THE **ADVERTISERS** ARE SAYING:

**Bob Granito, President,  
Interactive Video Productions**

IVP has been advertising in *QRCA VIEW*S for the past 10 years because it is an ideal marketing tool to reach our current and future clients in the marketing research industry. As a technology provider it is important to keep our brand top of mind and *QRCA VIEW*S allows us that opportunity. Since we exhibit at the *QRCA Annual Conference* it is also nice when attendees recognize our company from the publication.

**Fieldwork**

"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 *VIEW*S has allowed us to continue to reach that valued audience."

FOR MORE INFORMATION

**Rob Schmidt**

p. 651.815.4169

tf. 800.572.0011

rob@emconsultinginc.com



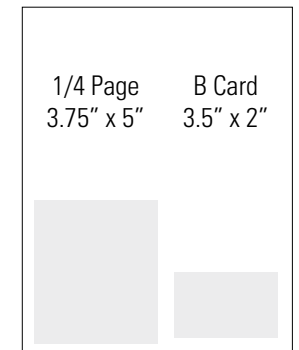
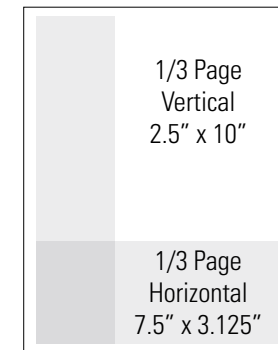
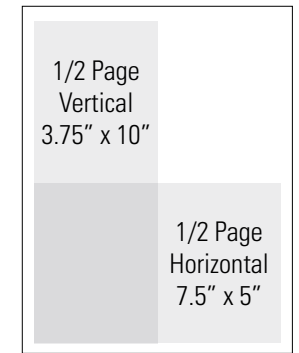
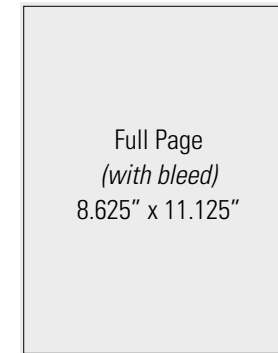
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## AD RATES

## AD SPECS

Size	1 Issue	4 Issues	Digital Link	Vertical	Horizontal
Full Color					
Double Page Spread	\$2,099	\$1,899	<p><b>\$149 / issue</b></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>	8.625" x 11.125"	N/A
Back Cover	\$2,099	\$1,899		8.625" x 11.125"	N/A
Inside Covers	\$1,999	\$1,799		8.625" x 11.125"	N/A
Full Page	\$1,799	\$1,599		8.625" x 11.125"	N/A
1/2 Page	\$1,499	\$1,399		3.75" x 10"	7.5" x 5"
1/4 Page	\$899	\$849		3.75" x 5"	5" x 3.75"
Business Card	\$549	\$499		3.5" x 2"	2" x 3.5"



## DEADLINES

### SPRING

Reservation: 12/21/2017  
Ad Material: 12/28/2017  
Delivery: Early March

### SUMMER

Reservation: 3/20/2018  
Ad Material: 3/27/2018  
Delivery: Early June

### FALL

Reservation: 6/14/2018  
Ad Material: 6/21/2018  
Delivery: Late August

### WINTER

Reservation: 9/20/2018  
Ad Material: 9/27/2018  
Delivery: Late November

FOR MORE INFORMATION

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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.

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

When you use your advertising opportunities to market alongside your Association, you are directing your marketing directly to your target audience. With every page view, readers have the opportunity to view your ad and click directly to your website or social media pages to contact you. The Publication Reader App also provides analytics for advertisers, so you can see for yourself how many views and clicks your ad is bringing in.

**THE DIGITAL EDITION ANALYTICS FROM 6/30/16-7/1/17**



Banner Sizes*	1 Issue	4 Issues
Banner Package	\$900	\$859
Full Side Banner	\$500	\$459
Double Box	\$400	\$375
Single Box	\$250	\$225

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

[CLICK HERE](#)  
to see a  
past issue!



**AD SPECS (WIDTH BY HEIGHT)**

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

FOR MORE INFORMATION

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# CONTRACT FOR ADVERTISEMENT



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

ADVERTISEMENT COST: \$ \_\_\_\_\_ **\*TOTAL AD COST: \$ \_\_\_\_\_ PF**  
 (per issue)  
 AD CREATION COST: \$ \_\_\_\_\_ Invoice In Full  
 AD CHANGE COST: \$ \_\_\_\_\_ Invoice Per Issue  
 PREFERRED AD LOCATION (\$59): \$ \_\_\_\_\_

**ADVERTISER INFORMATION**  
 NAME OF BUSINESS \_\_\_\_\_  
 ADVERTISING: \_\_\_\_\_  
 CONTACT PERSON: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 PH #: \_\_\_\_\_ CELL #: \_\_\_\_\_  
 FAX #: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_  
 WEBSITE: \_\_\_\_\_

**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

**OFFICE ONLY**  
 OP: \_\_\_\_\_ UNKN: \_\_\_\_\_ AD CODE: \_\_\_\_\_ LAND PG: \_\_\_\_\_

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. 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: \_\_\_\_\_

**BILLING INFORMATION**  
 CONTACT PERSON: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 PH #: \_\_\_\_\_ FAX #: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_

**AD/BILLING INSTRUCTIONS**

**\*PAYMENT INFORMATION:** **\*A \$4.50 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: \_\_\_\_\_



Terms Net 30 days, unless otherwise specified. A finance charge of 1 1/2% per month (18% annum) will be added to all amounts over 30 days.  
**A \$40 PROCESSING CHARGE APPLIES TO ALL INTERNATIONAL CHECKS.**

# RESERVATION

[CLICK HERE](#)  
to see a past issue!

[CLICK HERE!](#) TO RESERVE YOUR SPACE ONLINE...

## 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.
- Development plats
- Link to company website
- Past ads

## SENDING YOUR COMPUTER FILES VIA MAIL OR EMAIL?

- Adobe Illustrator, Photoshop or InDesign files or a high-res PDF are preferred
- "Stuffed" or compressed files if needed are welcomed
- TIF, EPS, or JPEG formats for photos/images
- Mac & PC files are both accepted
- CDs or flash drives can be mailed in

### MAILING ADDRESS

**E&M Consulting, Inc.**  
 1107 Hazeltine Boulevard  
 Suite #350  
 Chaska, MN 55318  
 fx. 952.448.9928  
 artwork@emconsultinginc.com

### FOR MORE INFORMATION

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