

To:



QRCA VIEWS



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 wisdom about qualitative research with your peers and with research buyers through advertising and through articles of a non-promotional nature.



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FOR MORE INFORMATION
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AD RATES

AD SPECS

DEADLINES

PRINT ADS	1 ISSUE	4 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
Back Cover	\$2,199	\$1,999	\$169	8.625" x 11.125"	N/A
Inside Front Cover	\$2,099	\$1,899	\$169	8.625" x 11.125"	N/A
Inside Back Cover	\$2,099	\$1,899	\$169	8.625" x 11.125"	N/A
Full Page	\$1,899	\$1,699	\$169	8.625" x 11.125"	N/A
1/2 Page	\$1,599	\$1,499	\$169	3.625" x 10"	7.5" x 5"
1/4 Page	\$959	\$899	\$169	3.625" x 5"	N/A
Business Card	\$599	\$549	\$169	2" x 3.5"	3.5" x 2"

All rates listed are per issue.

SPRING 2019
AD DEADLINE: February 1
EST. DELIVERY: Early-March

SUMMER 2019
AD DEADLINE: May 3
EST. DELIVERY: Early June

FALL 2019
AD DEADLINE: August 1
EST. DELIVERY: Early September

WINTER 2019
AD DEADLINE: October 30
EST. DELIVERY: Early December

DIGITAL BANNER	1 ISSUE	4 ISSUES	WEB LINK	AD SPECS
Exclusive (2 Banners)	\$900	\$862.50	INCLUDED	Two @ 200 x 860 pixels
Full Side Banner	\$500	\$462.50	INCLUDED	200 x 860 pixels
Double Box	\$400	\$375	INCLUDED	200 x 567 pixels
Single Box	\$250	\$225	INCLUDED	200 x 860 pixels

SPECIFICATIONS

COLOR SPACE: Full Color
FREQUENCY: Quarterly
BINDING: Perfect
TRIM SIZE: 8.375" x 10.875"