

MARKETING RESEARCH ASSOCIATION
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Alert! Display Ads

We're the Marketing Research Association. Your link to a world of powerful resources.

Alert! is the official newsletter of the Marketing Research Association. Advertising is accepted for products and services that directly relate to or benefit research practitioners and companies and users of marketing research.

Contracts over four months in duration have the option to pay quarterly. All others must pay in advance. 15% surcharge for center spread, inside back and front cover. MRA reserves the right to reject any advertisement that is not deemed suitable for publication. **Deadline: First day of the month preceding month of publication, i.e. May 1 for June issue.** We reserve the right to refuse to place an ad if the deadline is not met.

Ad	Size	Code	Status	1 - 3X	4 - 11X	12X
Full Page	7.25 x 10	FP	Member	\$675	\$650	\$600
			Nonmember	\$1300	\$1200	\$1100
Half Page	7.25 x 4.75 H	HP	Member	\$375	\$350	\$325
			Nonmember	\$675	\$630	\$595
1/3 Page	7.25 x 3.25 H	TPH	Member	\$250	\$225	\$200
		TPV	Nonmember	\$475	\$430	\$400
1/4 Page	3.25 x 4.5	QP	Member	\$200	\$175	\$150
			Nonmember	\$370	\$325	\$300
Business Card	3.5 x 2 H	BCH	Member	\$125	\$115	\$100
		BCV	Nonmember	\$280	\$270	\$245

Placement on a specific page or position within the newsletter cannot be guaranteed. No advertisements appear on the front or the back cover.

	Year	Quant.	Code	Rate		Year	Quant.	Code	Rate
Jan.					July				
Feb.					Aug				
Mar.					Sept.				
April					Oct				
May					Nov.				
June					Dec.				

Method of Payment

- ☐ Check (please make payable to MRA in US\$) ☐ Master Card
☐ Visa ☐ American Express

Contact Paul Melillo at paul.melillo@mra-net.org or (860) 257-4008 with any questions.

Technical Specifications:

There are 3 ways to submit display advertising:

Camera-ready: Black and White only, No screens.

Film: 133 Line Screen, emulsion side down.

Mac or PC Files in the following formats only: Quark Xpress, Adobe Illustrator, Adobe Photoshop, PageMaker, PC Quark Files and Publisher Files only. You must include all fonts and logos and all art work needs to be saved as a TIF or EPS.

All ads will be printed exactly as submitted. MRA will not assist in any ad modifications. Please do not submit documents such as CorelDraw or Microsoft Word or PowerPoint.

Name

Company

Address

Phone

Email

Credit Card #

Exp. date

Signature