



QRCA VIEWS

The Official Publication of the Qualitative Research Consultants Association

QRCA Views is a quarterly publication for research professionals and research buyers around the world.



AUDIENCE

QRCA Members: Experienced, independent research consultants in over 20 countries. The Spring 2009 issue was sent to 975 members. New members join each month.

Research Buyers: QRCA offers complimentary subscriptions to research buyers around the world, helping them stay current on the latest in qualitative research. Interested individuals and companies request to be added to this list each month. This list currently includes over 700 individuals.

This insightful resource contains over 80 pages. Editorial content keeps the audience updated on important new technologies, industry issues, and the latest news and developments geared specifically for the qualitative field.

DIGITAL EDITION

The magazine is also available online. This searchable format maintains all advertising from the original print version. Any visitor can view current or archived issues online through the QRCA website. [Click here to view the digital edition.](#)

TOTAL CIRCULATION

2000+

A SAMPLING OF THE 700 RESEARCH BUYERS WHO SUBSCRIBE TO *QRCA Views*

- Abbott
- American Girl
- Bath & Body Works
- Bank of America
- Colgate-Palmolive
- Delta
- Detroit Free Press
- Disneyland
- Domino's
- Eli Lilly
- General Motors
- Heinz
- Home Depot
- JD Power & Associates
- Kraft Foods
- L'Oreal
- Mary Kay
- Microsoft
- NASCAR, Inc.
- Nissan
- OnStar
- Pepsicola
- Proctor & Gamble
- Sony Electronics, Inc.
- Starbucks Coffee Co.
- Target
- The Clorox Company
- Wm Wrigley Jr. Co.
- Wyeth
- XM Satellite Radio
- HBO
- PetSmart

This is a sample of *QRCA Views* Buyer's List. This list currently includes individuals in a market research function at these and 700 other companies around the world.

Don't miss this opportunity to get in front of this target group of research professionals.



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IMPORTANT DEADLINES & ADVERTISING TECHNICAL SPECS

DEADLINES

2009 ISSUE	INSERTION DUE	MATERIALS DUE
Fall 2009 (CONFERENCE)	6/11/09	6/12/09
Winter 2009	10/1/09	10/2/09
Spring 2010	TBD	TBD
Summer 2010	TBD	TBD

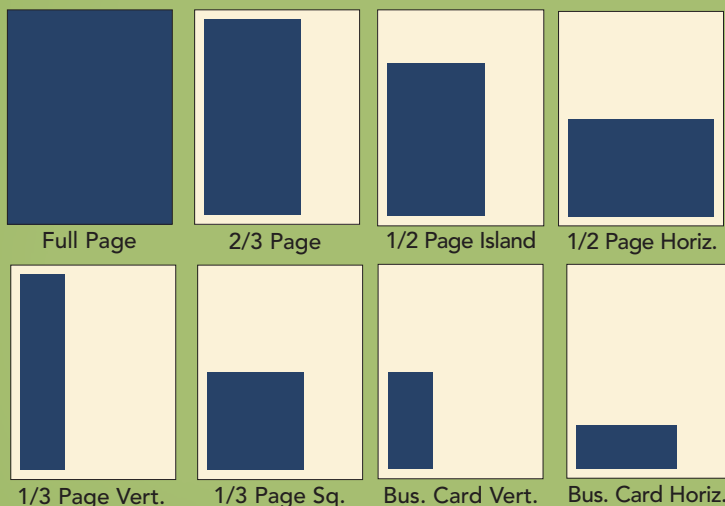
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SPACE SIZE	WIDTH (in inches)	DEPTH (in inches)
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Ads submitted for placement MUST follow these guidelines:

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PDF (Portable Document Format) is the required file format for *QRCA Views*. PDF files must be created with Acrobat Distiller 4.05 or higher.

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- All fonts must be embedded in the PDF and be Type 1 or 3 — No Truetype.
- All PDFs must be high resolution/press optimized.
- Files must be 100% size, no rotations.
- Supplied color lasers will be used as a “guide for color” only.
- Files submitted electronically must be submitted on one of the following forms of removable storage media: CD or DVD. Ads can be emailed or uploaded to our FTP site using the instructions below.
- We **CANNOT** accept graphics in InDesign, Pagemaker, Power-point, PC-only programs (i.e., Corel Draw, Microsoft Word), Freehand, Photoshop CS3 / CS4 or Illustrator CS3 / CS4.

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- Go to bottom of page to *upload files* link. Please, email your Account Executive what your ad is named on the site and name of publication.

IMPORTANT:

Any ads that do not meet the specifications will be charged \$125 per hour to create. If re-sizing, re-formatting or any manipulation is necessary the client will be billed \$95 per hour.

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VIA eMAIL

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