



Expand your visibility and access to clients by securing your company's presence in the online and print editions of the *Blue Book Marketing Research Services Directory* for 2012.

Blue Book is a powerful reference source for professionals who purchase consumer and opinion research services. It provides comprehensive descriptions of marketing research services and facilities owned and operated by marketing research companies and suppliers of related services.

In the past 12 months:

Traffic to the *Blue Book* Web site doubled.

The submission of RFPs increased by more than 30%.

The number of companies appearing in the *Blue Book* grew by 6%.

LIST IN MRA'S 2012 BLUE BOOK



The Client's Choice for In-Depth, High-Quality Data

User feedback consistently indicates that *Blue Book* continues to be the top destination for anyone wanting to buy research, source projects and partner on new initiatives. It is the most comprehensive and easy-to-use source guide, attracting thousands of qualified buyers. Your listing will deliver a focused message to the audiences most important to you, and create new opportunities to gain new business.

Blue Book is the premier marketing research services directory for four simple reasons:

1. Extensive listing options provide buyers an in-depth, high-quality look at your company's abilities and a better understanding of your services.
2. A customized presence provides more opportunities to stand out than any other industry directory.
3. Detailed search choices and easy to navigate results help clients to quickly find a close match to their needs, resulting in a better partnership with you right from the start.
4. Just about everything in your listing is searchable! Clients can find you fast and easy by geography, company name, description, business type, services, specialties, facilities, etc.

www.bluebook.org

Customize Your Company Listing

Listings purchased between September 1 and November 15 appear in both the online and print editions of *Blue Book*. Online listings and banner ads are active for 12 months beginning December 1.

Listing Types	Member Price	Non-Member Price
Standard Online & Print	\$299	N/A
Online Only	\$200	\$399

Your online and print listing includes:

- Contact information including company name, address, telephone and fax number, company e-mail and Web address, plus three individual contact names with their respective titles and e-mail addresses.
- Up to 10 different business types to categorize your company and increase your visibility.
- A 75 word description to detail in your own words your company's services and capabilities. It's keyword searchable!
- Two specialty cross references to customize and focus your listing on what makes you unique.
- An RFP function to drive clients to your company with one click.

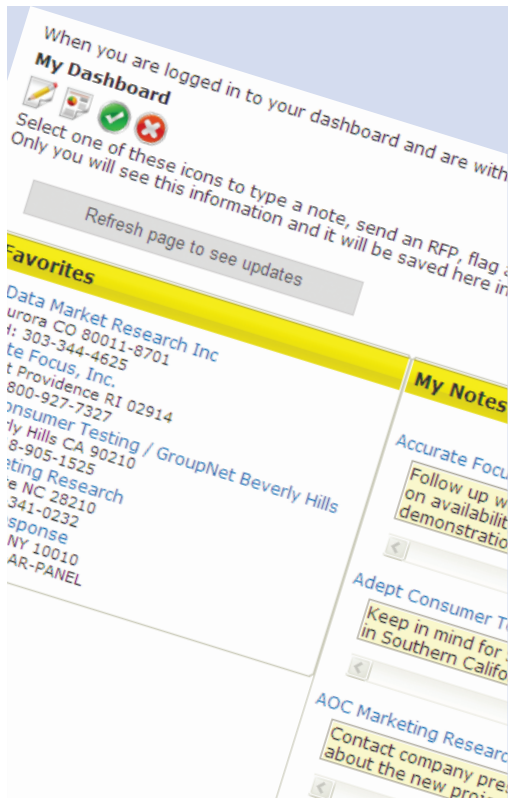
Listing Enhancements	Member Price	Non-Member Price
Mini Listing	\$150	N/A
Geographic Cross Reference	\$55	\$55
Specialty Cross Reference	\$20	\$20
Bold Specialty Cross Reference (Print)	\$20	\$20
Additional Contacts	\$25	\$25
E-mail Link	\$75	\$75
Web links (up to 5)	\$150	\$150
Logo	\$250	\$250
First Priority Search Results	\$375	N/A
Online Slideshow (up to 10 images)	\$400	\$400

Online Banner Advertising	Price
Home Page Top	\$2000
Home Page Column	\$1750
Home Page Bottom	\$500
Search Results Page	\$750

Purchase a cover, tab (excluding a tab/banner package) or front section ad and receive 50% off an online banner ad.

Print Advertising	Price
1/4 Page (Specialty Cross Reference Section)	\$225
1/2 Page Vertical (Specialty Cross Reference Section)	\$400
1/2 Page Horizontal	\$400
Front of Book Color	\$975
Full Page B&W	\$700
Tab B&W	\$1000
Specialty Tab Front	\$1600
Specialty Tab Back	\$1400
Tab & Search Results Banner Package	\$1350
Front & Back Covers	Call for Availability

Purchase a listing now at www.bluebook.org/listquick or call 860.682.1000



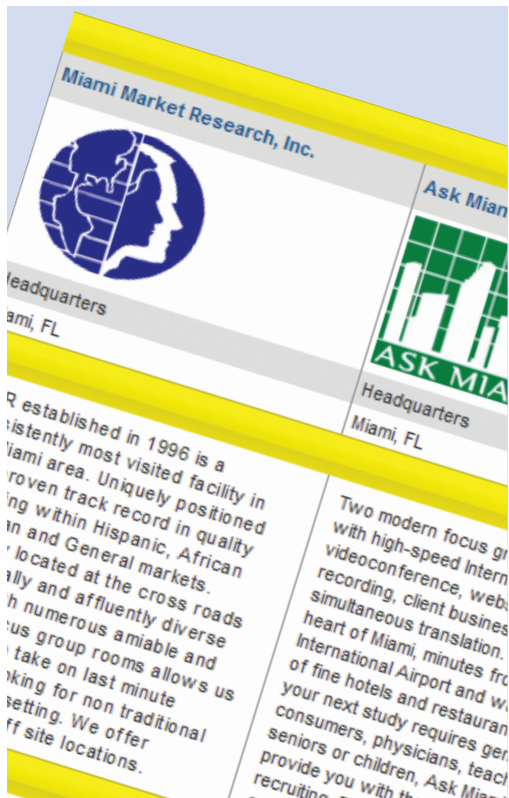
Expanded Marketing Opportunities

Exciting new listing features that were developed to make sure your company profile stands out and clients can learn all the important details about you:

Internet Linking – Link from your listing to related Web sites, newspaper articles and other promotional material, and Social Media sites.

Video Embedding – Show testimonials, 360 degree views of offices and facilities, advertising and other dynamic visuals by embedding your YouTube videos in your listing.

Request for Proposal (RFP) – Prospects will be able to send you an RFP with a simple click from their personal dashboard.



Innovative ease of use features

Clients have even more tools to assist them in using *Blue Book* and ultimately finding your company:

Side-by-Side Company Comparisons – Compare companies side-by-side, choosing the company that best matches your need for marketing research services.

Personalized Dashboard – Create a personalized dashboard to save search results, bookmark favorite companies, write and store notes on company listings, submit multiple RFPs with one click and more.