

GreenBook Directory

50th
EDITION

Get more qualified leads

GreenBook® Directory helps marketing research firms, facilities, and consultants reach buyers at the critical moment when they are sending out RFPs and building shortlists of qualified suppliers.

GreenBook.org attracts over 48,000 visitors every month (average in Q2 2011). After being in print for nearly 50 years and online for 15, most market research professionals are familiar with the directory and actively use it. We work hard to maintain GreenBook's top rankings on Google and Bing, and we also employ social media and the rest of the GreenBook Media platform to drive growing traffic and usage.

GreenBook® Directory is where your prospects expect to find your company, facility, or consultancy. Thousands of potential buyers, including your current clients, search among the existing 1,500 profiles – many of which belong to your direct competitors.

Listing and advertising options fit any budget: With only a modest marketing investment, GreenBook® Directory allows you to level the playing field with much larger organizations and effectively tap into a targeted market research audience 7 days a week / 365 days a year, online and in print.

Depending on your needs, your company profile can be as focused or as broad as you need it to be. Beside lead generation, a listing can serve as a hub for your content marketing, an outlet for social media efforts, and even strengthen your website's ranking in search engines.

The **Advertiser Report** shows how much exposure your listing is receiving on GreenBook.org as well as which organizations have viewed it. Only GreenBook offers a third-party audit report as proof of advertising activity.

On the following pages, you will find a description of the available listing and advertising options as well as pricing.

What firms list in the GreenBook Directory?

- Full-service market research firms
- Focus group facilities
- Qualitative research consultants/moderators
- Field service & data collection firms
- Online research providers
- Panel and sample providers
- Recruiting specialists
- Quantitative research providers
- Analytical service & software providers
- Mystery shopping firms
- International market research firms



Partner organizations

In our effort to further promote the use of the GreenBook® Directory, we partner with industry associations and other organizations, including:


- American Marketing Association (AMA)
- Advertising Research Foundation (ARF)
- Pharmaceutical Marketing Research Group (PMRG)
- Qualitative Research Consultants Association (QRCA)
- Market Research Global Alliance (MRGA)
- Research Magazine
- Institute for International Research (IIR)
- Merlien Institute

Create an effective company profile

Your company listing appears online on GreenBook.org and in the print edition.

1. Start with company information

BASIC COMPANY LISTING consists of a 90-word description of your company and the services you offer, plus full mailing address, key personnel, phone and fax numbers, website, email address, and industry affiliations. A well written and detailed company description is key.

 Let prospective buyers learn more about your people and gain trust in your company's expertise by Including links to the LinkedIn profiles of your key personnel.

2. Enter your company in Categories that describe your services

GreenBook users search by using **CATEGORIES** of market research services.

At just \$25 each, selecting all categories that describe your firm's expertise is the essential and most effective way to be seen by prospective buyers.

Use **bold face** for categories to make your company name stand out in search results.

A list of all GreenBook categories of market research services is available at www.greenbook.org/categories.pdf

3. Differentiate your listing with Enhancements

In print and online, your company **LOGO** commands attention and creates instant recognition. It embodies your brand, adds credibility, and introduces your company to prospective buyers. [\$200]

Showcase proprietary products and services as **SPECIAL PRODUCTS & SERVICES**. This is the best way to list and describe your panels, branded services, software titles, etc. in the directory. [\$50] Special Products and Services are now searchable by name.

List **BRANCH OFFICE LOCATIONS** to let prospective buyers know all the places where you conduct business. [\$80]

4. Secure top position in search results with Featured Specialist™ Positions

Always appear above the competition at the top of search results. Internet users make an implicit connection between appearing high in search results and being most relevant. FS Positions are extremely effective in getting prospective buyers to click to review your company profile.

» **Category FS Position:** Be positioned as the leading expert in a particular field (category) of market research. FS Positions are visually enhanced.

» **Geographic FS Position:** If your location matters to clients, consider a top position in search results for a geographical area:

- US State / Canadian Province / Country
- Metropolitan Areas (US, Canada)

[Pricing of FS Positions is based on individual categories and locations, ranging from \$100 to \$500.]

Qualitative Research / Focus Group Listing

If you have a qualitative division or provide focus group services, you should be listed in the **Qualitative Research / Focus Group sub-directory** which is arranged geographically. Your firm will be included in the qualitative research section on GreenBook.org and in Volume II of the print edition. [for only \$95]

If you operate a permanent facility, take advantage of these FREE options:

» **FREE Facility Photos** (optional)

"A picture is worth a thousand words." Add photos of your focus rooms, test kitchens, etc. Photo files of all formats and sizes are accepted.

» **FREE Facility Details** (optional)

Describe your facility and your location. Indicate travel times. Also included are links to find you on a map and to locate nearby hotels.

Stand out in search results



Questions? Call 1.212.849.2752

5. Drive maximum traffic to your website with the Website Link Package

Website Link Package (WLP) is designed to bring buyers directly to your website. It reinforces your other online marketing efforts, including in social media.

WLP includes the following features and opportunities:

- » **Active website link in your company profile:** 50% of visitors who review your listing will click on the activated link.
- » **Extra visibility in search results:** A hyperlinked image of your site's homepage makes your listing stand out every time it appears in search results.
- » **Extra visibility in your listing:** A large image of your homepage provides needed confidence to users and makes them more likely to visit your website.
- » **Links to important pages:** Additional links to critical sections of your website give research buyers more incentive to click.

6. Increase awareness with targeted Banner Ads

» **Category Banner Ad:** Increase brand awareness and drive traffic from the search results page for a specific market research service (category).

» **Geographic Banner Ad:** If location matters to your clients, a banner ad that displays every time a particular geography is searched provides exceptionally targeted exposure. Available for:
 - US States / Canadian Provinces / Countries
 - Metropolitan Areas (United States, Canada)

» **GreenBook.org Home Page Banner Ad:** Reach over 48,000 visitors every month. These banner ads present a premium yet extremely affordable advertising opportunity (sold for three months at \$1800). Please call for availability.

We offer FREE banner ad design!

Contact us to get started.
 [Banner pricing is based on individual categories and locations, ranging from \$200 to \$500]

Share your articles, reports, case studies, white papers, videos, and blog posts on GreenBook.org

Get extra exposure and web traffic by submitting your content for publication throughout the GreenBook website, including in your company listing. Showcase expertise and demonstrate unique capabilities. Published content is fully searchable and indexed in our fast-growing database. **This content marketing opportunity comes with the Website Link Package and there's NO charge to participate.**

Social Media Marketing

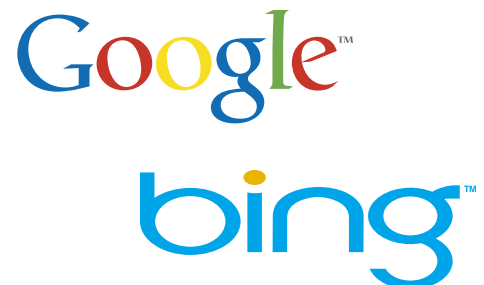
NEW: Let the most recent posts from you blog stream directly into your listing!

Get more mileage out your company's social media efforts with links to Twitter, Facebook, and /or LinkedIn.



SEO as an added benefit!

All links from GreenBook.org automatically strengthen your site's independent ranking in search engines. The key is GreenBook's long-standing reputation as a relevant, trusted, and popular online resource.



PRICING

Basic Company Listing	\$300	Featured Specialist™ Position*	\$100-\$500
Qualitative Research Listing	\$95	Website Link Package	\$500
Categories		Message Board	\$200-\$800
Regular type	\$25	Banner – Research Category*	\$200-\$500
Bold type	\$30	Banner – Geographical Location*	\$200-\$500
Logo	\$200	Banner – Home Page (3 months)	\$1800
Special Products & Services	\$50	Banner – Advanced Search	\$3750
Branch Office Listing	\$80	(up to 3 rotating positions sold)	
Branch Office Listing		All prices are for a full year of advertising.	
(Qualitative sub-directory)	\$60	* Special pricing applies to selected positions.	

Detailed rate card is available at www.GreenBook.org/Rates.pdf

Get artwork specifications: www.GreenBook.org/Artwork.pdf

GreenBook Media

Marketing Engine for Market Research™

GreenBook's mission is to bring innovative resources to researchers on both sides of the table and to offer effective and targeted marketing opportunities.

With the Directory at its core, GreenBook is an integrated platform that supports your lead generation, content marketing, search marketing, events, and advertising.

Whether you think of what you do as market research, customer insight, or business intelligence, GreenBook helps you achieve communication goals by providing access to **the largest audience of researchers and research buyers.**

75,000 visitors come to our websites each month.

GBHealth

A sister directory of the GreenBook, **GreenBook Health** is where healthcare, pharma, and medical device firms find qualified market research providers, aided by the *GBHealth Certification Program*.

A company profile in the GreenBook Health Directory is FREE of charge for companies listed in the GreenBook Directory. www.gbhealth.org



Publications such as the **New Qualitative Research** [Guide & Directory] and **Mobilizing Market Research** provide guidance to researchers adapting to changed business and technological environments.

Special discounts for advertising in the New Qualitative Research Directory (both online and in print) apply to firms listed in the GreenBook Directory. www.newqualitative.org



Tens of thousands of research buyers use **GreenBook Directory** to compare accurate and detailed profiles of market research firms. Anchoring the entire GreenBook platform, the Directory is uniquely structured to allow research companies of all types demonstrate their strengths and capabilities. www.greenbook.org

GreenBook Blog is one of the most respected and widely read media in market research thanks to its emphasis on original thought leadership. Focused on all aspects of insight innovation, the blog features an unmatched lineup of guest contributors. www.greenbookblog.org

GRIT

GreenBook Market Research e-Newsletter cuts through the clutter of social and news media by highlighting only the most important and interesting blog posts, articles, and news.

Twice a year, the **GreenBook Research Industry Trends** survey takes the pulse of market research. It is a benchmark against which the whole industry measures its progress and evolution.

To learn about and discuss marketing opportunities in various GreenBook media, please contact

Diane Liebenson, GreenBook Publisher,
at 310.545.0918 or dliebenson@nyama.org.

Completely customizable, **Research Vibes** is an online portal that market researchers use to aggregate the latest news, favorite blogs, and social media conversations. www.researchvibes.com

Go where the buyers go

Get started today

To create a new company profile in the GreenBook® Directory, go to www.GreenBook.org, click on 'Add Listing' and follow the instructions on your screen.

Please don't hesitate to call or email. We are happy to answer your questions, provide recommendations, or even build a profile on your behalf that meets your objectives and budget.

Contact **Kevin Mulhare** at (+1) 602.319.0918 / kmulhare@greenbook.org or **Nancy Cardenas** at (+1) 212.849.2752 / ncardenas@greenbook.org



Receive your badge:



Badges indicate credibility, similar to testimonials. They are great for use in marketing collateral, on websites, or in email signatures. Your badges will be automatically emailed to you.

Advertiser Activity Report

Review some of the organizations that your company reached on GreenBook.org. Updated monthly, your activity report shows an organization's name, address, line of business, and revenue.



An interactive online interface makes it possible to sort and download the report into a spreadsheet. You can learn more about each organization via integration with LinkedIn, Google, and Jigsaw.

Only GreenBook offers an independently-produced report providing verification of advertising activity and actionable market intelligence.

Have questions? Need help?

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