

GREENBOOK®

The Guide for Buyers of Market Research



Include your company listing in the GreenBook® Directory
to reach more market research buyers

With tens of thousands of users every month, the GreenBook Directory is the definitive place for research buyers to find research agencies, facilities, suppliers, tools, and consultants.

Learn how you can secure your visibility and start generating qualified leads today!

www.greenbook.org

GreenBook Directory

The Guide for Buyers of Market Research

Research buyers turn to the GreenBook Directory at the critical moment when they are looking for new partners and building shortlists of the most qualified research agencies, facilities, suppliers, tools, and consultants.

GreenBook Directory is where thousands of buyers expect to find you



GreenBook.org attracts 55,000 monthly visitors who search among 1,500 supplier profiles. If your company is not here, you will not receive the inquiries that your competitors do. Researchers trust the GreenBook Directory and use it actively – enjoying powerful search complete with auto-completions and suggestions, and constant improvements.

Directory users who register for a free MyGreenBook account come back often



With a MyGreenBook account, Directory users add private ratings to listings, attach notes for future reference, create shortlists for easy retrieval, and keep information about all market research suppliers organized in one place.

Publish case studies to demonstrate your expertise in a format buyers love



Marketing today is all about content and no format is more persuasive than a case study. Publish all your case studies in the GreenBook Directory to offer real-world evidence of your expertise. Show the world how your services solve problems and drive results.

Hear from prospective clients directly



Whether GreenBook visitors use the Request for Proposal (RFP) tool or the simple contact email form in your listing, the Directory makes it easy for research buyers to connect with you.

Get proof of your advertising activity



Your Advertiser Activity Report is available on-demand in your online account. The report provides quantification and proof of advertising exposure in the GreenBook Directory. Updated daily, it shows identifiable organizations that your company reached on GreenBook.org.

Listing in the Directory fits any budget



GreenBook Directory levels the playing field for organizations of all sizes and provides a cost-effective means of reaching a large targeted audience that you won't find anywhere else. All rates for listing enhancements are unchanged from last year.

Reach research buyers on mobile devices



The GreenBook website has been optimized for viewing on mobile devices to provide great user experience and seamless functionality on screens of all sizes.

Use your company profile to spread your social media efforts



If your company has a blog, display a feed of recent posts in your listing to reach more readers. Get additional benefit out of your company's social media marketing by linking to your Twitter, Facebook, and LinkedIn accounts.

Listing in GreenBook Directory helps your website rank higher in search engines



All links from GreenBook.org automatically strengthen your own website's rankings in search engines. The key to this effective SEO practice is GreenBook's long-standing reputation as a relevant, trusted, and popular online resource.

Your GreenBook Directory representative: Erin McDonnell
Phone: +1. 972.962.6226
Email: erin@greenbook.org



Demonstrate your expertise

Participate in CONTENT MARKETING Program

Use the GreenBook Directory to increase the ROI and impact of your marketing content in many of its forms. Share articles, publish case studies, promote your blog, press releases, and video – as much and as often as needed. It's simple and we are here to help.

Why publish on GreenBook.org?

By publishing content, you can substantially increase the visibility of your company throughout the website and attract many more prospective buyers to learn about you and your solutions. Content appears on all relevant search results pages throughout the directory and in listings, generating extra leads. Each content item links back to a company listing and its website, strengthening SEO in the process.

CASE STUDIES

Case studies engage potential customers in a way that ads, sales collateral, and other channels cannot. Case studies are effective because they are real-world evidence that your product or service solves problems and drives results. They establish credibility by focusing on the role your company played in your client's success. Cut through marketing hype and stand out from the crowd.

Get started: Login to your GreenBook account and select "Case Studies". It takes only a few minutes to repurpose an existing case study or to create a new one by following three simple steps. You can learn more at www.greenbook.org/case-studies.

YOUR BLOG

Extend the reach of your social media efforts and get new subscribers for your blog by displaying the most recent posts directly in your company profile.

Get started: When you renew or update your listing, enter your blog's RSS feed on the Website Marketing Package screen. Or, send it by email to your GreenBook representative.

ARTICLES

Share articles, white papers, and reports to highlight your expertise in specific areas of market research and to offer your knowledge to researchers around the world. Articles add richness and credibility to your company profile, resulting in higher click rates and traffic to your website.

Get started: Send articles to articles@greenbook.org. We'll take care of the rest.

PRESS RELEASES

Use GreenBook to share press releases and keep market research professionals on both sides of the table informed of your latest news and happenings.

Get started: Send your press releases to articles@greenbook.org. We'll take care of the rest.

EXTERNAL CONTENT

If some articles or press releases have already been posted online, we are happy to add these to your company profile as a reference, linking directly to the original location online, without creating duplication.

Get started: All you need to send to articles@greenbook.org is a title, author, source URL, and a one-sentence description.

VIDEO

Tell your story or demo your products more effectively by including a video in your company profile next to the description of your services.

Get started: Contact your GreenBook representative. We'll embed your public video from YouTube or Vimeo for you.

WEBINAR RECORDINGS

Webinars generate high-quality leads and position your company as an expert. But with GreenBook it's not over when the webinar is over: We archive the recording and publish it as a permanent resource. Anybody who wants to watch the recording needs to enter an email address which we then pass on to you. Over time, the recording produces as many leads as the live webinar.

Get started: We take care of publishing your webinar recording. Contact Chris Kosar at ckosar@greenbook.org for more information on conducting a webinar with GreenBook.

GRIT COMMENTARIES

A sponsored commentary in the GRIT Report showcases your thought leadership in one of the most authoritative publications in marketing research. Beside the GRIT Report itself, your commentary is also published in your GreenBook Directory profile where it continues to generate ROI long after the semi-annual report is published.

Get started: We take care of publishing your commentary. Contact Chris Kosar at ckosar@greenbook.org for more information on marketing opportunities in the GRIT Report.

Any company in the GreenBook Directory with the Website Marketing Package listing enhancement can participate in the GreenBook Content Marketing Program. There's no additional charge and no limit to how much content you can publish.

Create an effective company profile in GreenBook® directory to get more qualified leads

1. Start with company information

BASIC COMPANY LISTING consists of a 150-word (1200 characters) description of your company and the services it offers, full mailing address, key personnel, phone and fax numbers, website, email, and industry affiliations. **[\$290]**

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

List **BRANCH OFFICE LOCATIONS** to indicate the **places where you have physical presence**. If proximity to clients or respondents matters to your business, adding branch offices to your listing is an inexpensive way to significantly increase your exposure. **[\$90]**

Add information about your facility

If you operate a qualitative research facility, include **FACILITY PHOTOS & FACTS** in your listing to satisfy buyers' need for this type of information. **[\$95]**

Because a *picture is worth a thousand words*, you can now **upload up to 12 photos** of your focus rooms, test kitchens, non-traditional spaces, etc.

Provide as much detail as needed about your facility's **location, on-site services, room setup, equipment, and recruiting capabilities**, including ZIP codes.

If your facility is part of a **network** or if you operate multiple facilities, we will connect your facility listing to all related facilities.

2. Select all market research specialties that describe your services

Research buyers search for suppliers by using **MARKET RESEARCH SPECIALTIES** (= categories of market research services).

At just **\$10, \$25 or \$30** each, selecting all specialties that describe your firm's services and expertise is **the most effective way to be discovered by prospective buyers**.

Many research buyers have only limited understanding of research methodologies. What they do know, however, are the business challenges they need to address. Select from the **BUSINESS ISSUES** specialties to indicate the challenges your firm is positioned to help with. **[\$10 each]**

Find the complete list of specialties at: www.greenbook.org/specialties.pdf

3. Showcase special research products and services

Present your firm's unique services and products. Explain their benefits, highlight key features and even upload marketing collateral. Provide detailed **descriptions of your proprietary research methods, tools, platforms, panels, software applications, consulting services, etc.** **[\$90]**

SPECIAL RESEARCH PRODUCTS & SERVICES appear in your listing as well as in the search results for relevant market research specialties – significantly increasing visibility of your listing in the search results and your ability to capture the interest of prospective buyers!

4. Secure top placement 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 top search results rankings and relevancy. As a result, **FEATURED SPECIALIST POSITIONS** are the most effective means of driving GreenBook users to your company listing.

- **Market Research Specialties:** Position your firm as the leading expert in a particular field of market research. FS Positions are visually enhanced.
- **Geographical Areas:** If physical location matters to your clients, consider FS Positions in search results for geographical areas:
 - US State / Canadian Province / Country
 - Metropolitan Areas (US, Canada)

[Pricing of FS Positions varies for individual specialties and locations, from \$200 to \$600.]

5. Increase awareness with targeted banner ads

Inexpensive **BANNER ADS** display at the top of search results for a full year.

- **Market Research Specialties:** Increase brand awareness and drive targeted traffic from the search results page for a particular market research specialty.
- **Geographic Banner Ad:** If physical location matters to your clients, consider Banner Ads in search results for geographical areas:
 - US State / Canadian Province / Country
 - Metropolitan Area (United States, Canada)

[Pricing for Banner Ads varies from \$200 to \$600 per year (\$800 in a few special cases)]

Don't hesitate to contact your GreenBook representative with any questions:
Erin McDonnell | Phone: +1. 972.962.6226 | Email: erin@greenbook.org

We offer FREE banner ad design to all advertisers! Please call or email to get started.

Search Results Page for a Market Research Specialty

Banner Ad

Listing in a Featured Specialist Position

(always at the top of search results)

Case Study Published by Listing Company

Listing in a Standard Position

Website Screenshot

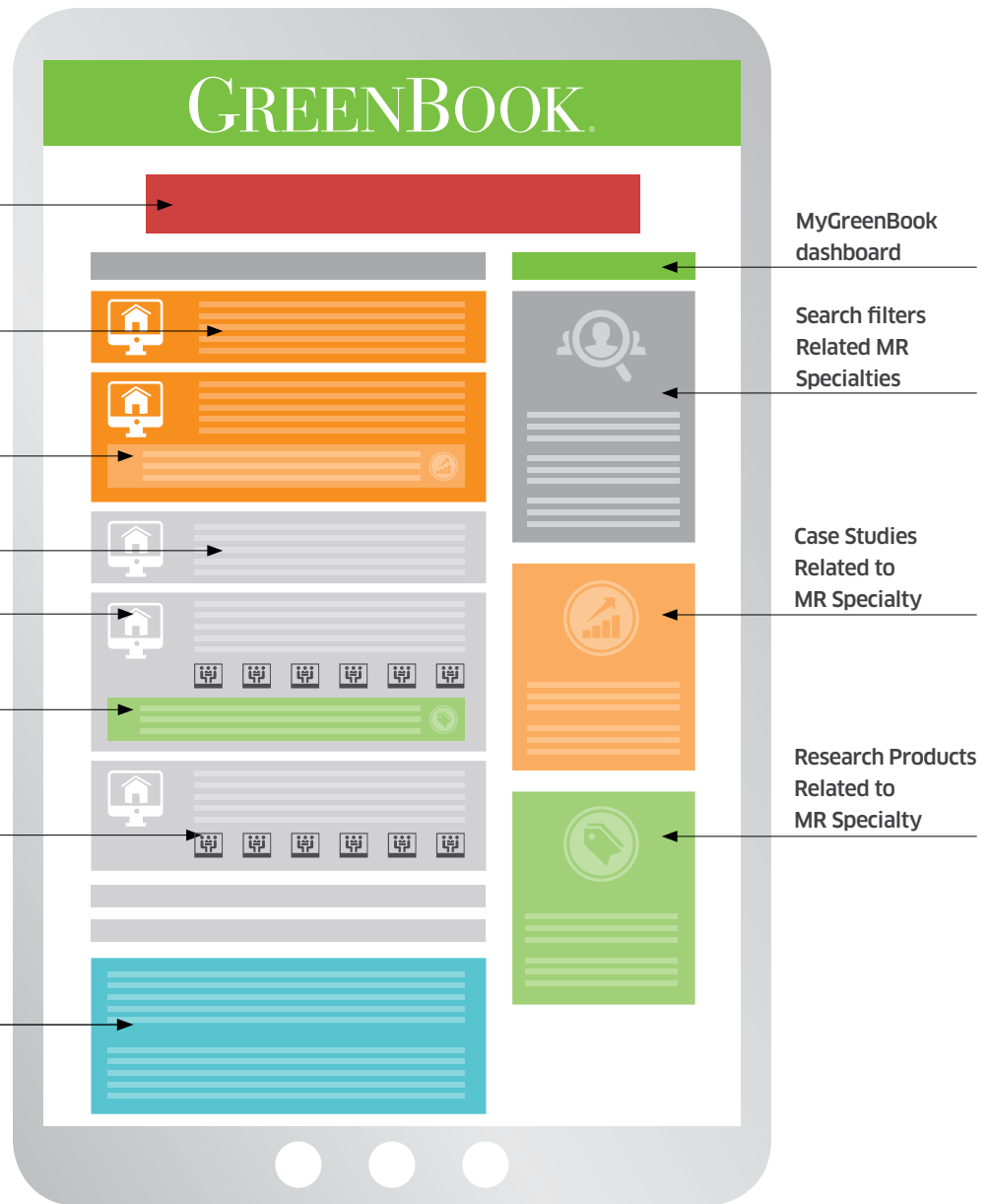
(part of Website Marketing Package)

Research Product Offered by Listing Company

Facility Photo Gallery

Articles & Resources Related to MR Specialty

(lister-submitted articles, press releases, etc.)



6. Drive maximum traffic to your website with the Website Marketing Package

The **WEBSITE MARKETING PACKAGE** is designed to bring as many buyers as possible directly to your website where you begin the conversion process. It also reinforces and supports your SEO, content marketing, and social media marketing efforts. The WMP offers the following benefits:

- **Prominent active hyperlink:**
50% of visitors who come to review your listing will click on one of the active hyperlinks pointing to your website.
- **Power up your content marketing:**
Showcase your expertise and capabilities by publishing articles, reports, press releases, videos, etc. on GreenBook.org.
- **Self-publish case studies:**
Use case studies to prove the value of your services by demonstrating how your company has helped a client reach its goals. Learn more at www.greenbook.org/case-studies.
- **Make prospects act now:**
Add special buttons to your listing to prompt GreenBook visitors to take specific actions, such as visit your website or request a quote.
- **Get 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.
- **Get extra visibility in your listing:**
An image of your homepage provides confidence and makes users more likely to visit your site.
- **Add links to important pages:**
Additional links to critical sections of your website (product descriptions, testimonials, photo galleries, RFQ forms, etc.) give buyers more incentive to click.
- **NEW Use video to get attention:**
Include a video next to the description of your company services. We help you embed any public video posted on YouTube or Vimeo.

[\$500]

Business Issues**\$10**

- 100 Brand / product / service launch
- 101 Brand / product / service repositioning
- 102 Build brand equity
- 103 Change brand image
- 104 Defend brand position
- 105 Defend sales, volume
- 106 Defend price premium
- 107 Defend market share
- 108 Develop, revitalise market
- 109 Drive web traffic
- 110 Employee relations, recruitment
- 111 Financial, stakeholder relationships
- 112 Gain new customers
- 113 Gain trial
- 114 Global, multinational branding
- 115 Increase awareness
- 116 Increase brand loyalty
- 117 Increase sales, volume
- 118 Increase price premium
- 119 Increase market share
- 120 Maintain existing customers
- 121 Social, political, non-profit goals
- 123 Support promotion

Research Solutions**\$30****Advertising Research**

- 200 General
- 201 Advertising Effectiveness
- 202 Advertising Response Modeling
- 203 Advertising Tracking
- 204 Communications Strategy Research
- 205 Content Analysis Research
- 206 Copy Testing - Digital Media
- 207 Copy Testing - Outdoor
- 208 Copy Testing - Print
- 209 Copy Testing - Radio
- 210 Copy Testing - Television
- 300 Concept Testing **NEW!**

Brand Research

- 211 Brand Equity
- 212 Brand Identity
- 213 Brand Image Tracking
- 214 Brand Loyalty / Satisfaction
- 215 Brand Positioning
- 216 Corporate Image / Identity Research
- 217 Line / Franchise Extension

Business-to-Business Research

- 218 General
- 219 Competitive Intelligence
- 220 Professionals / Executives
- 221 Industrial & Manufacturing
- 222 Small Business / Startups / Entrepreneurs

Consumer Research

- 223 General
- 224 Attitude & Usage Research
- 225 Consumer Trends
- 226 Demographic Analysis
- 227 Geo-Demographic Research
- 228 Lifestyle & Value Trends
- 229 Psychological / Motivational Research
- 230 Psychographic Research

Customer Satisfaction / VOC

- 231 Benchmark Studies
- 232 Customer Loyalty / Value
- 233 Customer Satisfaction Studies
- 234 Employee Surveys
- 235 Enterprise Feedback Management
- 236 Problem Detection / Dissatisfaction
- 237 Service Quality Needs & Measurement
- 304 CX/UX - Customer / User Experience **NEW!**

238 Emotional Measurement**International Research**

- 239 General
- 308 Business-to-Business **NEW!**
- 312 Consumer **NEW!**

Legal Research

- 240 Claims Substantiation
- 241 Mock Juries
- 242 Trademark / Trademark Infringement

Media Research

- 246 General
- 316 Attribution **NEW!**
- 243 Audience Research
- 320 Cross Media **NEW!**
- 247 Digital Media
- 324 Passive Measurement **NEW!**
- 248 Print Publications / Readership Studies
- 249 Radio
- 251 Television / Cable / Satellite TV

Package Research

- 252 Package Development
- 253 Package Testing

254 Price / Pricing Research**Product Research**

- 255 General
- 256 Concept Development
- 257 Concept Optimization
- 258 Idea Generation
- 259 Name / Name Development Research
- 260 New Venture Analysis
- 262 Product Development
- 263 Product Optimization
- 264 Product Purchasing / Sample Pick-up

Product Testing

- 265 General
- 266 Concept Testing
- 267 Car Clinics
- 268 Home Use Tests
- 269 Product Usability Testing
- 270 Taste Tests / Sensory Tests
- 271 Test Marketing

Promotion Research

- 272 Promotion Development / Evaluation

Public Opinion

- 273 Political Polling
- 274 Public Opinion

Recruiting Research

- 275 General
- 276 Executive / Professional Search

Retail Research

- 278 Controlled Store Tests
- 279 Distribution Checks
- 280 Exit Interviews
- 282 Sales Tracking
- 283 Scanner Data
- 284 Store Audits
- 286 Store Layout / Design / Flow / Signage
- 287 Trade Surveys

Shopper Research

- 277 Shopper Insights
- 328 Journey Mapping **NEW!**
- 332 Virtual Reality **NEW!**

Strategic Research

- 288 General
- 289 Market Opportunity / Evaluation Studies
- 290 Market Segmentation Studies

Website Research

- 291 Website Analysis
- 292 Website Usability

Research Services**\$30****Market Research**

- 400 Full Service
- 401 Quantitative Research
- 402 Qualitative Research
- 403 Hybrid Research / Mixed Methodology
- 404 Secondary Research
- 405 Syndicated / Published
- 406 Tracking Research

Biometrics Research

- 407 Eye Tracking
- 408 Facial Scanning
- 409 Neuromarketing/Neuromonitoring
- 540 Timed Response **NEW!**
- 544 Wearables / Sensors **NEW!**

Data Collection

- 410 Field Services
- 411 Field Audits
- 412 Field Department - Independent
- 414 Field Services - Pre-Recruiting
- 415 Management
- 416 Online Methods
- 548 Online Qualitative Methods **NEW!**
- 417 Questionnaire Design
- 418 Questionnaire Coding
- 419 Ethnography / Observational Research
- 420 Gamification / Research Games

Interviewing - Audience

- 568 Consumers **NEW!**
- 421 Ethnic Groups
- 422 Executives / Professionals
- 423 Foreign Language
- 424 International
- 425 Low Incidence
- 426 Medical / Health Care

Interviewing - Location

- 427 Airport
- 428 Central Location
- 429 Convention / Tradeshow
- 430 In-Home / Door-to-Door
- 431 In-Store
- 432 Mall Intercept
- 433 Mall Intercept - Computer Assisted
- 434 On-Site

Interviewing - Method

- 552 Cross-Platform Surveys **NEW!**
- 436 Mail Questionnaires / Surveys
- 437 One-on-One / In-Depth
- 438 Telephone - CATI
- 439 Telephone - General
- 440 Telephone - IVR

Mobile Research

- 537 Mobile Communities
- 443 Mobile Ethnography
- 444 Mobile Panels
- 445 Mobile Qualitative
- 446 Mobile Surveys
- 556 Passive Measurement **NEW!**

Modeling & Predictive Research

- 447 Forecasting
- 448 Marketing & Sales Effectiveness
- 560 Marketing Mix **NEW!**
- 449 Market Simulation
- 450 Predictive Markets

Mystery Shopping

- 452 General
- 453 Audio Recording
- 454 Competitor Shops
- 457 Merchandising Audits / Surveys
- 459 Online Reporting
- 460 Operational Audits
- 461 Price Audits

Omnibus Surveys

- 462 Business-to-Business
- 464 Consumers

Online Communities

- 468 Online Communities / MROCs
- 469 Crowdsourcing & Co-creation

Online Focus Groups / Interviews

- 470 Bulletin Boards
- 471 Focus Groups
- 472 In-Depth / One-on-One
- 473 Online Diaries / Journals / Blogs
- 474 Text Chat / SMS / IM Sessions
- 475 Hosting
- 476 Moderating
- 477 Recruiting
- 478 Software
- 479 Web Broadcasting / Streaming Video

Online Panels

- 480 Panels
- 481 Proprietary Panels

Online Surveys

- 483 Media Research
- 484 Surveys
- 564 DIY Surveys (do-it-yourself) **NEW!**
- 485 Advertising
- 487 Survey Design
- 488 Survey Graphics / Interactive Media
- 489 Survey Hosting
- 490 Survey Programming
- 491 Survey Reporting and Analysis
- 492 Survey Translation

482 Payments & Incentives**Qualitative Services - Moderating**

- 493 General
- 494 Online and Mobile Platforms
- 495 In-Depth / One-on-One
- 496 Children
- 497 Consumers
- 499 Ethnic Groups
- 500 Executives / Professionals
- 501 Financial Services
- 502 LGBT
- 503 High Technology
- 504 Mature / Seniors
- 506 Medical / Health Care
- 507 Students
- 508 Teenagers

Qualitative Services

- 509 General
- 510 Brainstorming / Facilitation
- 511 Focus Group Facility
- 512 Focus Group Facility - Non-Traditional
- 513 Focus Group Recruiting
- 514 Focus Groups - International
- 515 Taste Test Facility
- 516 Test / Commercial Kitchen
- 517 Usability Lab

Qualitative Services - Related

- 518 Moderator Training
- 519 Transcriptions
- 520 Video Conferencing
- 521 Video Editing and Analysis
- 522 Video Recording

Research Panels

- 523 Online
- 524 Diary
- 525 Telephone/Mobile

Sampling & Recruiting

- 526 Sampling
- 527 Survey Recruiting

529 Sensory Research

Social Media Research

- 530 Business Insights
- 531 Monitoring and Analysis
- 532 Qualitative
- 533 Sample & Recruiting
- 534 Sentiment Analysis

Text Analytics

- 535 Semiotics Research and Analysis
- 536 Text Analytics

Industries & Demographics \$25

Demographics - Ethnic

- 600 African-American
- 601 Asian
- 602 General / Multi-cultural
- 603 Hispanic / Latino

Demographics - Financial

- 604 High Net Worth
- 607 Upper Income / Affluent

Demographics - Generations

- 609 Generation X
- 610 Generation Y / Millennials
- 611 Generation Z

Demographics - Lifestage

- 612 Children
- 613 College Students
- 616 Mothers
- 617 Parents
- 618 Seniors / Mature
- 619 Teenagers / Youth

Demographics

- 622 LGBT
- 623 Acquisitions
- 624 Advertising Agencies
- 625 Agriculture / Agribusiness
- 626 Airlines
- 627 Alcoholic Beverages
- 628 Apparel / Clothing / Textiles

629 Association Membership

- 630 Automotive
- 631 Automotive Aftermarket
- 632 Beverages
- 740 Biotechnology **NEW!**
- 633 Candy / Confectionery
- 634 Casinos / Gambling
- 635 Chemical Industry
- 636 Communications

Computers

- 637 Computer Hardware
- 638 Computer Software
- 639 Construction Industry
- 640 Consumer Durables
- 641 Consumer Services
- 642 Consumers
- 643 Cosmetics / Beauty Aids
- 644 Direct Marketing

645 Education

646 Electronics

Entertainment

- 647 Entertainment Industry
- 648 Movie / Film / TV Previews
- 649 Music Tests
- 650 Theater Counts & Research
- 651 Environment & Sustainability
- 652 Exercise & Fitness

Financial

- 653 General
- 654 Banking - Commercial
- 655 Banking - Retail
- 656 Credit Cards
- 657 Insurance
- 658 Investment Banking
- 659 Mutual Funds / Stocks / Bonds
- 660 Foods / Nutrition

661 Fragrance Industry

744 Gaming / Gamers **NEW!**

662 Government

Health Care / Medical

- 663 General - Healthcare
- 664 Dentists
- 665 Doctors / Physicians
- 666 Hospital Personnel
- 667 Hospital Purchasing Agents
- 668 Laboratory Professionals
- 669 Nurses
- 671 Patients
- 672 Pharmacists
- 673 Veterinarians
- 674 Pharmaceutical - OTC Medicines
- 675 Pharmaceutical - Prescription Medicines
- 676 Alternative Healthcare
- 677 Preventive Healthcare
- 678 Payers / HMOs / Managed Care
- 679 Hospitals / Nursing Homes
- 680 Surgical Products/Medical Devices

682 High Technology

683 Household Products / Services

685 Lawn & Garden

686 Legal / Lawyers

687 Leisure

688 Manufacturing / Machinery

Media

- 689 General
- 691 Digital Media
- 692 Print Publications
- 694 Television / Cable / Satellite TV
- 695 New Products
- 696 Non-Profit / Fund Raising
- 697 Office Products
- 701 Oil & Gas / Oil Products
- 698 Packaged Goods
- 699 Personal Care Items
- 700 Pet Owners / Foods / Supplies
- 702 Political Polling / Planning
- 704 Public Affairs
- 705 Public Relations
- 706 Publishing
- 707 Real Estate/Residential Development

Retail

- 708 General
- 709 Convenience / Gasoline
- 710 Drug Stores / Pharmacies
- 748 e-Commerce / Online **NEW!**
- 711 Fast Food Industry
- 712 Supermarkets
- 713 Mass Merchandisers
- 714 Restaurants / Food Service

715 Service Industries

716 Sports

Technology

- 717 Technology
- 744 Smart Technologies **NEW!**
- 718 Telecommunications
- 719 Tobacco
- 720 Toys / Games
- 721 Trade Associations
- 722 Transportation

Travel / Tourism

- 723 Hospitality / Hotels / Resorts
- 724 Travel
- 725 Utilities / Energy

Related Services & Software \$25

Analytical Services

- 800 Census Data / Demographic Analysis
- 801 Conjoint Analysis / Trade-off / Choice Modeling
- 802 Forecasting / Predictive Analytics
- 860 Meta Analysis **NEW!**
- 803 Modeling
- 804 Multivariate Analysis
- 805 Perceptual Mapping
- 806 Price Elasticity Analysis
- 807 Segmentation
- 852 Statistical Analysis

Consultation

- 808 General
- 809 Advertising / Communication
- 810 Business-to-Business Research
- 811 Consumer Research
- 812 Ethnic Groups / Research
- 813 International Research
- 815 Marketing / Marketing Effectiveness
- 816 Marketing Research
- 818 New Product Research
- 821 Report Writing / Freelance
- 822 Statistical Analysis
- 823 Social / Cultural Research

Data Services

- 824 Data Analysis
- 825 Data Entry
- 826 Data Mining
- 827 Data Processing
- 828 Data Tabulation

Online Service Providers

- 830 Application Service Provider (ASP)
- 831 Full-Service Provider
- 832 Online / Internet Consultant

Research Software

- 833 CAPI - Computer-Aided Personal Interviewing
- 834 CATI - Computer-Aided Telephone Interviewing
- 835 Crosstabulation / Display
- 836 Data Conversion
- 864 Data Security **NEW!**
- 837 Data Visualization
- 847 Database Development
- 838 Management Information Systems
- 839 Multivariate Methods
- 840 Panel Data Processing
- 841 Perceptual Mapping
- 842 Questionnaire Design Language
- 528 Recruiting Software
- 854 Sample Database
- 843 Tabulation Systems / Interactive
- 844 Verbatim Coding
- 845 Web Interviewing Systems

846 Seminars / Training

Technical Services

- 868 Audio / Visual Installations **NEW!**
- 848 Translation

International Expertise \$20

International Research

- 900 Multi-Country Studies
- 901 Worldwide Capabilities

World Regions

- 902 Africa / Middle East
- 903 Asia
- 904 Southeast Asia & India
- 905 East Asia & China
- 906 Australia / Pacific Rim
- 907 Eastern Europe & Russia
- 908 Western Europe
- 909 South America
- 910 Central America
- 911 North America

GreenBook Media

The Marketing Engine for Market Research™

Use GreenBook to connect your business with the most engaged audience of researchers and research buyers.

Our mission is to facilitate connections among researchers sitting at both sides of the table and coming from organizations of all sizes:

- The **GreenBook Directory** connects research buyers with providers.
- The **GreenBook Blog** and **Newsletter** connect our industry's thought leaders with those who want to stay ahead of the curve.
- **IleX conferences** and **GreenBook webinars** unite best practices with next practices by connecting research innovation with business impact.
- The **GRIT Report** connects the entire industry with its future.

GreenBook marketing services combine access to a uniquely engaged audience with leading industry thought leadership and the latest trends in marketing practices. Our services produce real results – qualified leads, brand visibility, and strong partnerships.

1,190,000

Visits to GreenBook websites over the past 12 months

79,831

Recipients of
GreenBook e-newsletter

12,070

Webinar registrations
over the past 12 months

1,840

Conferences attendees
over the past 12 months

28,550

GRIT Report downloads
(latest edition)

2,144

GRIT survey participants
(latest edition)

GreenBook Directory

Tens of thousands of research buyers use the GreenBook Directory to compare detailed profiles of market research agencies, facilities, tools, and consultants.

Optimized for viewing on mobile devices.

www.greenbook.org

GreenBook Blog

One of the most respected and widely read online resources for researchers, the GreenBook Blog attracts over 32,000 readers every month.

Optimized for viewing on mobile devices.

www.greenbookblog.org

Market Research Newsletter

Helping busy researchers save time, the bi-weekly GreenBook Market Research Newsletter highlights articles from the GreenBook Blog and important industry events and news.

IleX Conferences & Forums

Imagine it. See it. Do it. Insight Innovation eXchange events bring together the most innovative research providers, thought leaders, and practitioners.

GreenBook Webinars

Researchers attend GreenBook Webinars to get up to date on the latest in our industry. Organizations use webinars to connect with key prospects, and to position themselves as thought leaders.

www.greenbook.org/webinars

GRIT

Twice a year, the GreenBook Research Industry Trends Report (GRIT) takes the pulse of market research, becoming THE benchmark against which the industry measures its progress and evolution.

www.greenbook.org/grit

GreenBook Events

Imagine it. See it. Do it.

We design our events to accomplish three goals: introduce you to the new ideas changing the world of insights, provide practical learning to help you develop new skills, and connect you with other innovative market research professionals from some of the most effective brands and agencies in the world.

Come and join us at...

INSIGHTS MARKETING DAY



- New York City / September 30, 2016
- Chicago / November 16, 2016
- London / May 8, 2017

Better marketing starts here. This event was designed specifically to help research companies get better business results by improving their marketing.

ATTRIBUTION ACCELERATOR



- New York City / November 30, 2016

As marketing attribution moves beyond digital and mix modeling moves beyond traditional, this forum will quicken the pace of innovation, fortify the science, and galvanize the industry towards a common solution.

IIEX FORUMS on Non-conscious Consumers



- Chicago / November 14-15, 2016

Learn how industry leaders are applying behavioral economics and nonconscious measurement methods to their craft, and learning how to leverage them for better business impact.

IIEX EUROPE - Insight Innovation eXchange



- Amsterdam / February 20-21, 2017

Learn about the new ideas changing the world of insights, participate in practical trainings designed to develop new skills, and network with the most innovative MR pros in Europe - only at IIEX.

IIEX HEALTH - Insight Innovation eXchange



- Philadelphia / April 4, 2017

If you'd like to learn how the largest companies in healthcare and pharma are applying disruptive market research methodologies to achieve better business impact, look no further than IIEX Health.

IIEX NORTH AMERICA - Insight Innovation eXchange



- Atlanta / June 12-14, 2017

Do you believe innovation is imperative? We do, too. IIEX North America is the largest, most disruptive and content-packed innovation event in our industry. If staying ahead of the curve is important to you, this event is a can't-miss.

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Call our direct lines or email us:

Erin McDonnell, Account Executive

Phone: 972.962.6226

Email: erin@greenbook.org

Nancy Cardenas, Account Manager

Phone: 212.849.2752

Email: ncardenas@greenbook.org

Lukas Pospichal, Managing Director

Phone: 212.849.2753

Email: lpospichal@greenbook.org

New York AMA Communication Services, Inc.

234 5th Avenue, Second Floor New York, NY 10001

Phone: 212.849.2752

Fax: 212.202.7920

Email: info@greenbook.org