**MRS** Evidence Matters™

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# MRS Advertising and sponsorship **rate card 2024**

| | |
|---|---|
|  | One Day Conferences |
|  | Research Buyers Guide |
|  | Annual conference |
| **rj** | Research Jobfinder |
| **RESEARCH LIVE** | Research Live |
|  | Research Live Industry report |

# Research-Live.com

Research Live is MRS's flagship news, trends and opinions website attracting between 25,000 and 30,000 unique visitors every month, equating to 100,000 pages views. With 25% of visitors from the US, 32% from the UK and 43% from Europe/RoW it has broad international reach. There are a number of advertisement placements across the website and options are based on monthly, exclusive placement.

Prices listed, are before VAT.

| Homepage | Cost per Month |
|---|---|
| Leader Banner | £1,750 |
| Button (Top and Bottom) | £750 |
| MPU | £1,350 |
| Skyscraper | £1,100 |
| Bottom Banner | £1,100 |

| Sector and Industry Pages | Cost per Month |
|---|---|
| Leader Banner | £1,250 |
| Button (Top and Bottom) | £550 |
| MPU | £950 |
| Skyscraper | £850 |
| Bottom Banner | £900 |
| Section Sponsor (includes MPU and Skyscraper main page, subsequent Skyscraper in clicked article) | £1,250 |

| Sponsored Articles | Cost per Article/Content |
|---|---|
| A self-written 600-word max article, plus a preferred image, logo and destination URL promoted on the Research Live homepage for 2 weeks and hosted indefinitely on the Promoted Content page. | £1200 |
| Hosted recorded Video or Webinars on Research Live Promoted Content page | £1000 |
| The article will be amplified on the channels below...<br>- Research-Live x - 26,500 followers. (1 post)<br>- Research-LinkedIn – 6,500 followers (1 post)<br>- MRS Daily Newsletter – 4,500 subscribers (1 insertion)<br>- MRS Weekly Newsletter - 7,500 subscribers (1 insertion) | |

| Special Report | Cost per Article/Content |
|---|---|
| A 1500-word sponsored report appearing as a PDF and web pages, produced by MRS in discussion with the sponsor, with final sign off from the sponsor. Includes comment from the sponsor and up to two clients, and a full-page ad. Report will appear as web pages and a PDF in a prominent position on the Research-Live homepage for 3 months. | £4000 |

The special report will be amplified on the channels below...
- Research-Live x - 26,500 followers (3 posts)
- Research-LinkedIn – 6,500 followers (3 posts)
- MRS Daily Newsletter – 4,500 subscribers (3 insertions)
- MRS Weekly Newsletter - 7,500 subscribers (3 insertions)

| Newsletters | Cost per Month |
|---|---|
| Daily Newsletter (sent every working day) Top and Bottom Banner | £1,250 |
| Weekly Newsletter (sent once a week) Top and Bottom Banner | £1,000 |

| Ad specs | Ad size | Format | File max |
|---|---|---|---|
| Leader / Bottom Banner | 728 x 90 pixel | JPEG, PNG, GIF, HTML5 | 1MB |
| Buttons | 206 x 90 pixel | JPEG, PNG, GIF, HTML5 | 1MB |
| MPU | 300 x 250 pixel | JPEG, PNG, GIF, HTML5 | 1MB |
| Skyscraper | 300 x 600 pixel | JPEG, PNG, GIF, HTML5 | 1MB |
| Newsletters Banner | 650 x 80 pixel | JPEG, PNG, GIF, HTML5 | 1MB |

Creatives need to be supplied to the MRS team, three (3) days prior to go live to allow for upload and testing of the advertisements and ensure the adverts are properly scheduled.

Advertisers must supply their own desired URL link for all advertisements (this includes links for analytical tracking). If no links are provided with the creative(s) MRS will apply the Advertiser's homepage as the destination URL, as a default.

## **Testimonials**

*"We are very happy with advertising solutions at the MRS. MRS's advertising solutions provide awareness, reach and access to decision-makers and buyers of research. Partnering with and collaborating with the MRS team is seamless. We are pleased with their responsiveness and custom-built advertising solutions. Many thanks again to the MRS team."*

***Ruth Stanat, CEO, SIS International Research***

*"Over the years, our partnership with MRS has been instrumental in increasing awareness and reinforcing the credibility of the Cint website and brand. Their platform excels at connecting us with the right market research professionals, making our advertising efforts highly effective. Thank you for the outstanding service."*

***Marc de Schweinitz, Senior Director, Performance and Growth Marketing, Cint***
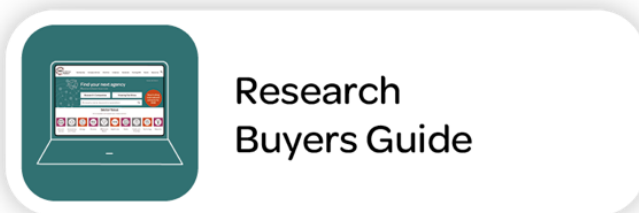
# mrs.org.uk/researchbuyersguide

The Research Buyer's Guide is the industry directory for agencies, suppliers and supportive services to the Research Sector. All listed companies are either corporate members or have individual MRS members, with UK head offices and operations. The directory is wholly online with a variety of listing options as well as advertisement opportunities.

Prices listed, are before VAT.

| Listing includes | Cost per Year | |
|---|---|---|
| Standard | Standard info, logo, specialisms (x10 in each category) and up to 50-word profile | £695 |
| Standard Plus | Standard info, logo, specialisms (x10 in each category), accreditations and awards, Optional Extra – additional search names, up to 50-word profile, profile enhancements and Optional Extra - webinars | £995 |
| Gold | Standard info, logo, specialisms (x20 in each category), appear at the top of search result in your specialist areas, accreditations and awards, Optional Extra – additional search names, up to 100-word profile, profile enhancements and Optional Extra - webinars | £1,495 |
| Platinum | Standard info, logo, unlimited specialisms in each category, appear at the top of search result in your specialist areas, accreditations and awards, additional search names, unlimited profile, keyword search, profile enhancements and webinars | £2,255 |

Platinum listings also benefit from a shared top banner ad placement on the Research Buyer's Guide homepage for the duration of the 12-month listing.

Prices listed, are before VAT.

| Section Sponsors | Cost per Year |
|---|---|
| Leader Banner | £1,800 |
| MPU | £1,200 |
| Button (Top and Bottom) | £600 |

| Ad specs | Ad size | Format | File max |
|---|---|---|---|
| Leader / Bottom Banner | 728 x 90 pixel | JPEG, PNG, GIF, HTML5 | 1MB |
| MPU | 300 x 250 pixel | JPEG, PNG, GIF, HTML5 | 1MB |
| Buttons | 206 x 90 pixel | JPEG, PNG, GIF, HTML5 | 1MB |
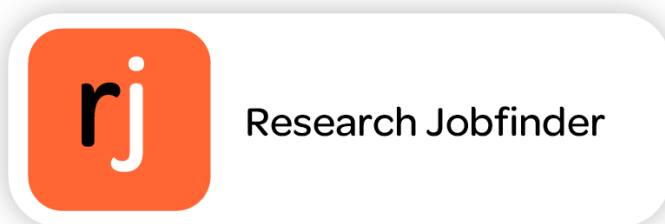
# researchjobfinder.com

Research JobFinder is a niche, targeted jobs board for research and analytics providing a platform for agencies, recruiters and clients direct to publish and manage a job role. There are between 300-500 active roles posted at any time both by regular recruiters, or ad hoc placements from agencies and direct from clients. Typically, the site receives 2,000-3,000 visitors a month and there is a notification App for latest roles.

Prices listed, are before VAT.

| Job Post Includes | Cost per Year | |
|---|---|---|
| Standard | Regular placement including a company logo, job title, full job description, closing dates, salary, location and choice of destination URL or designated email for applications to be made. Default placement is 4 weeks. | £490 |
| Premium | Standard placement, plus embellished post to make the advert standard out in the chronological listing | £545 |
| Featured | Premium placement, plus the post remains at the top of the chronological listing and the post is featured on the homepage carousel rotating with other featured roles for additional visibility | £745 |

The featured roles and roles appearing at the top of the chronological list are also featured job feed on the Research Live homepage.

You can process your own by creating an account on the JobFinder website and you can complete the post using a credit/debit card. However, you can speak to the Sales team to process a post on your behalf and benefit from an agency or MRS Corporate discount.

We also offer annual contracts which offer the recruiter a number of job posts

on a monthly basis. For more information on all of the above, please do contact

Alex.Pout@mrs.org.uk.

## Research Live Industry Report

Every year, through Research Live, MRS publishes the Sector Industry Report. The report is the most downloaded MRS report with over 1,000 downloads. The report lists the biggest 100 agencies by turnover (and the annual published changes), fastest growing agencies, gender pay gap research and much more.

We offer the opportunity to sponsor the report through advertising placements and opportunities for you to commentate of the past year and the sector of the future.

Prices listed, are before VAT.

| Advertisement | Cost per Issue |
|---|---|
| Sponsor includes a full page ad, plus a 500 word commentary and logo placement on the cover | **£3,000** |
| Full page | **£1,750** |

| Ad specs | Ad size | Format |
|---|---|---|
| Full page | **203mm width x 266mm height, including bleed** | **High resolution pdf** |
| Logo | **No specific size** | **High resolution pdf** |

The report is published each year on the Research Live website, at the beginning of December and is immediately available for download and review.

## One Day Conferences

# mrs.org.uk/events/conferences

MRS is well known for the quality and diversity of its content with 10 expert One Day Conferences which take place across the year. These cover a multitude of topics and themes (including storytelling, kids & youth, sustainability, data analytic, FMCG) and are based on "calls for contribution" – in essence, the Conference team work in tandem with the sector to share new developments, best practice and a common furthering of methods, analysis and case studies.

As part of the ongoing activity, we offer the opportunity to sponsor individual events – you can find the latest calls for contribution or the latest scheduled conferences at https://www.mrs.org.uk/events/conferences

These events are traditionally held as a physical one day event, at a central London location, however since 2021 we have adapted our content for online virtual summits.

Prices listed, are before VAT.

| Event Items Included | Physical One Day Event | Digital One Day Event |
|---|---|---|
| Logo to appear on all pre-event publicity materials | Included | Included |
| Logo on conference landing page and hyperlink to sponsors site | Included | Included |
| 50 words company description on dedicated sponsor page on conference website | Included | Included |
| Logo included on holding slides and signage on- site | Included | - |
| Logo included on event webpage Corporate literature to be distributed at the conference | Included | - |
| Corporate literature to be distributed via conference webpage | - | Included |
| Dedicated sponsor area at the conference venue (sponsor brings own banner stands) | Included | - |
| Drinks Reception at close of conference for all attendees | Included | - |
| Complimentary delegate passes | Included | - |
| | | |

| | | |
|---|---|---|
| Dedicated sponsor area on Hopin system providing delegates with a platform to network | - | Included |
| Electronic copy of the delegate list (all consented delegate contacts details will be provided to all sponsors of the conference), and will be supplied following the close of the conference | Included | Included |
| COST | £2,750 | £1,750 |

## Annual conference

# mrs.org.uk/events/conferences

MRS have hosted the annual conference for over 60 years to celebrate the sector, innovation and the future of insight.

Every year MRS showcases the sector's diverse range of skills, knowledge and strengths to develop an agenda full of truly fascinating content, inspirational speakers and eye-opening discussions.

As well as our keynote speeches, we are running workshops and content rooms as well as a exhibition hall housing all of our sponsors stands, where delegates can enjoy refreshments, lunch and drinks whilst networking, as well as licenced bar on the upper level.

| Sponsorship Packages | Included in your package | Cost for |
|---|---|---|
| Exhibitor Sponsorship | **Before the event**<br>✓ Logo on annual conference website Homepage<br>**At the event**<br>✓ Logo on main event screens, around the conference<br>✓ Logo and Company description to appear in the Digital event program<br>✓ Logo displayed at key points and plasma screens around the venue<br>✓ Designated area for exhibitor plot (2m x 1.5m)<br>**Tickets**<br>✓ 2 exhibitor tickets<br>**Post event**<br>✓ Logo included in "Thanks to our Sponsors" April Impact Magazine<br>✓ All consented delegate contact details will be provided to sponsors after the conference | £2,500 |

| Bronze Sponsorship | **Before the event**<br>✓ Logo on annual conference website Homepage<br>✓ Banner ad, in rotation with other advertisers on sponsors section of annual conference website<br>✓ Logo and company description on annual conference website Sponsor's area<br><br>**At the event**<br>✓ Logo on main event screens, around the conference<br>✓ Logo and Company description to appear in the Digital event program<br>✓ Logo displayed at key points and plasma screens around the venue<br>✓ Designated area for exhibitor plot (2m x 1.5m)<br><br>**Tickets**<br>✓ 1 Full Delegate Passes<br>✓ 3 exhibitor tickets<br><br>**Post event**<br>✓ Logo included in "Thanks to our Sponsors" April Impact Magazine<br>✓ All consented delegate contact details will be provided to sponsors after the conference | £3,500 |
| --- | --- | --- |
| Silver | **Before the event**<br>✓ Logo on annual conference website Homepage<br>✓ Banner ad, in rotation with other advertisers on sponsors section of annual conference website<br>✓ Logo and company description on annual conference website Sponsor's area<br>✓ Logo included on all pre-event email communications<br><br>**At the event**<br>✓ Logo on main event screens, around the conference<br>✓ Designated area for exhibitor plot (2m x 1.5m)<br>✓ Logo and Company description to appear in the Digital event program<br>✓ Logo displayed at key points and plasma screens around the venue<br><br>**Tickets**<br>✓ 2 Full Delegate Passes<br>✓ 4 Exhibitor tickets<br><br>**Post event**<br>✓ Logo included in "Thanks to our Sponsors" April Impact Magazine<br>✓ All consented delegate contact details will be provided to sponsors after the conference | **£6,000** |

| | | |
|---|---|---|
| Champagne Bar Sponsorship | **Before the event** | **£6,000** |
| | ✓ Logo on annual conference website Homepage | |
| | ✓ Logo and company description on annual conference website Sponsor's area | |
| | **At the Event** | |
| | ✓ Logo on the cover of the program | |
| | ✓ Logo and Company description to appear in the Digital event program | |
| | ✓ Logo displayed at key points and plasma screens around the venue | |
| | ✓ Logo on main event screens, around the conference | |
| | **Tickets** | |
| | ✓ 2 Exhibitor Tickets | |
| | ✓ 2 Full Delegate Passes | |
| | **Post Event** | |
| | ✓ Logo included in "Thanks to our Sponsors" April Impact Magazine | |
| | ✓ All consented delegate contact details will be provided to sponsors after the conference | |
| The Networking Zone Sponsor | **Before the event** | **£6,000** |
| | ✓ Logo on annual conference website Homepage | |
| | ✓ Logo and company description on annual conference website Sponsor's area | |
| | **At the Event** | |
| | ✓ Logo on the cover of the program | |
| | ✓ Logo and Company description to appear in the Digital event program | |
| | ✓ Logo displayed at key points and plasma screens around the venue | |
| | ✓ Logo on main event screens, around the conference | |
| | **Tickets** | |
| | ✓ 2 Exhibitor Tickets | |
| | ✓ 2 Full Delegate Passes | |
| | **Post Event** | |
| | ✓ Logo included in "Thanks to our Sponsors" April Impact Magazine | |
| | ✓ All consented delegate contact details will be provided to sponsors after the conference | |

| Gold | **Before the event** | **£10,000** |
|---|---|---|

✓ Logo on annual conference website Homepage

✓ Banner ad, in rotation with other advertisers on sponsors section of annual conference website

✓ Logo and company description on annual conference website Sponsor's area

✓ Logo included on all pre-event email communications

**At the event**

✓ Designated area for exhibitor plot double slot (two 2m x 1.5m plots)

✓ Featured Logo on stage sets in the main conference rooms

✓ Logo on main event screens, around the conference

✓ Logo on the cover of the programme

✓ Logo and Company description to appear in the Digital event programme

✓ Logo displayed at key points and plasma screens around the venue

**Tickets**

✓ 6 Exhibitor Tickets

✓ 3 Full Delegate Passes

**Post Event**

✓ Logo included in "Thanks to our Sponsors" April Impact Magazine

✓ All consented delegate contact details will be provided to sponsors after the conference

| Ad specs | Ad size | Format | File max |
|---|---|---|---|
| Leader / bottom banner | 728 x 90 pixel | Jpeg, png, gif, html5 | 1mb |
| Mpu | 300 x 250 pixel | Jpeg, png, gif, html5 | 1mb |
| Buttons | 206 x 90 pixel | Jpeg, png, gif, html5 | 1mb |

| Ad specs | Ad size | format |
|---|---|---|
| Logo | No specific size | High resolution pdf |

| "tv" ad specs | Ad size | format |
|---|---|---|
| Video advert | No specific size | Media file |