



Advertising and Sponsorship Opportunities 2007–8

About the SRA

The SRA plays a unique role as an organisation open to social research practitioners and trainees from all sectors, as well as others with an interest in social research. It provides a forum for people working in a diverse range of settings and in different subject specialities to form wider contacts, exchange views and information, and pursue issues of common concern. It has over 1,000 members working across the United Kingdom and the Republic of Ireland.

Advertising and Sponsorship Options

SRA advertisement and sponsorship is a perfect way to target your communication to the social research community; individual researchers; partner organisations; clients; and agencies.

The benefits for you

- There is no other organisation that communicates directly with social researchers working in a diverse range of sectors such as: central and local government departments; voluntary and community organisations; research centres and institutes; the commercial and independent sector; freelancers; and, universities and related institutes.
- A high proportion of SRA members are under the age of thirty five and likely to be looking for career opportunities. We know from feedback that advertisers receive higher quality applications from adverts placed with the SRA, than those placed in national newspapers.
- The *SRA News* and other communications reach at least 1,000 members, while our annual conference attracts around 150 researchers each year.
- Discounts are available for SRA members

More Information and Booking

We are happy to work with you to develop a sponsorship and advertising package that meets your needs.

**For further information please contact Nigel Goldie or Dorothy Williams at:
The Social Research Association
24–32 Stephenson Way
London
NW1 2HX**

**Tel: 020 7388 2391
or admin@the-sra.org.uk**

Advertising and Sponsorship Opportunities

| Sponsoring Conferences and Events | | |
|--|--------|--|
| Lead sponsorship of Annual Conference including drinks reception | £1,200 | Including advertising in event communications, and one free place at the event |
| Sponsorship of an exhibition stand at the Annual Conference | £650 | Including advertising in event communications, and one place at reduced cost |
| Display of material | £400 | |
| Promotional leaflet in delegate packs | £300 | |
| Distribution of pens and other promotional materials | £200 | |
| Sponsorship of a workshop at Annual Conference with projected logo and distribution of promotional materials | £200 | |
| Sponsorship of Summer Event, Cathie Marsh Memorial Lecture and other similar events | £650 | Including advertising in event communications, and one free place at the event |

| SRA News | | |
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| DISPLAY ADVERTS – FULL COLOUR | | |
| Page (outside back) | £1000 | |
| Page (inside back) | £900 | |
| Page (inside front) | £900 | |
| Page (inside) | £600 | |
| DISPLAY ADVERTS – BLACK AND WHITE | | |
| Full page (inside) | £480 | |
| Half page (inside) | £350 | |
| Quarter Page (inside) | £220 | |

| SRA Webpage (www.the-sra.org.uk) | | |
|---|------|--|
| A single advertisement | £500 | £500 for 4 weeks £100 for each two week period thereafter |

| Direct Communication with Members | | |
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| Email notification to members of job adverts placed on SRA website | £250 | Single advertisement with plain text only |
| Shared with pre-planned SRA postal mail out | £1 | Per member |
| Exclusive mail-out | £2 | Per member |



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