



Advertising & Sponsorship Opportunities 2010

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 specialties 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

1. 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.
2. 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.
3. The SRA News and other communications reach at

least 1,000 members, while our annual conference attracts around 150 researchers each year.

4. 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 Dorothy Williams at The Social Research Association
24-32 Stephenson Way
London
NW1 2HX
Tel: 020 7388 2401
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 advertisement in event communications and two free places at the event
Sponsorship of an exhibition stand at the Annual Conference	£650	Including advertising at event communications and one free place at the event
Display of materials	£400	
Promotion material in delegate pack	£300	
Distribution of pens and other promotional material	£200	
Sponsorship of a workshop at the Annual Conference with projected logo and distribution of promotional materials	£200	
Sponsorship of Summer Event, Cathie Marsh Memorial Lecture and other similar events	£500	Including advertising in event communications, and one free place at the event

SRA News		
DISPLAY ADVERTS – FULL COLOUR		
Page (outside back)	£1,000	
Page (inside back)	£900	
Page (inside front)	£900	
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 vacancy page advertisement ¹	£500	£500 for 4 weeks £100 for each two week period thereafter
Spotlighted on the Home page	£125.00 per week	
Invitation to Tender advertisement	£250	£250 for a 4 week period
Funding of website development	tba	Sponsor to have link and logo for agreed time

Direct Communication with members		
E mail notification to members	£250	
Mail out to members with pre-planned SRA postal mail out	£1.50	Per member

¹ Averaging 3M hits per year the SRA Vacancy page is fast becoming THE place Social Researchers look to, to advance their career. Check our Google rating. www.the-sra.org.uk