



# 2011 DIRECTORY OF FOCUS GROUP FACILITIES & MODERATORS

**THE 2011 *MARKETING NEWS* DIRECTORY OF FOCUS GROUP FACILITIES & MODERATORS** showcases suppliers to marketing professionals with purchasing power in this area. Each listing is a paid advertisement. The information contained in each listing was provided by the advertiser. If you would like additional information on any item listed, please contact the company directly. To receive information on listing your company in next year's directory, please contact Sandra Wright, *Marketing News*, 311 S. Wacker Drive, Chicago, IL 60606-2266, (312) 542-9063, email: [swright@ama.org](mailto:swright@ama.org).

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INDEX TO THE DIRECTORY OF  
**FOCUS GROUP FACILITIES & MODERATORS**

**INDEX  
OF  
FOCUS GROUP  
FACILITIES**

(Note: The advertiser-paid listings in these indexes and the directory are in alphabetical order by company name.)

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Orange County  
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Systems, Inc.) Focus Group &  
Field Facility

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Observation Baltimore  
OMR (Olchak Market Research)

**MASSACHUSETTS**

Boston Field & Focus, Inc.  
d.b.a. Performance Plus  
Focus On Boston

**MICHIGAN**

Morpace Inc./GroupNet

**MISSOURI**

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GroupNet St. Louis  
Peters Marketing Research, Inc.

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The MSR Group

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**NEW YORK**

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**VIRGINIA**

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DAYTONA AREA

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Morpace Inc./GroupNet

**NEW YORK**

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Research, Inc

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Campos Market Research, dba  
Campos Inc  
CentralFocus

**TEXAS**

CCR Houston — Corporate  
Office  
Decision Analyst, Inc.

**VIRGINIA**

Issues & Answers Network, Inc.  
Richmond Focus Group Center  
(A Division of Alan Newman  
Research)

**WASHINGTON**

Gilmore Research Group

**PUERTO RICO**

CUSTOM RESEARCH  
CENTER, INC.

CANADA

**ONTARIO**

Research House Inc.

INTERNATIONAL

**SINGAPORE**

InsightAsia Research Group

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## LISTINGS FOR THE DIRECTORY OF

**FOCUS GROUP FACILITIES & MODERATORS****NOTE:** All of these listings are paid advertisements.**KEY TO SYMBOLS WITH LISTINGS:**

- ◆ = FOCUS GROUP FACILITY
- ⊙ = FOCUS GROUP MODERATOR
- ◆⊙ = BOTH FOCUS GROUP FACILITY AND MODERATOR

**A****◆ About Orlando Market Research**

5450 Lake Howell Road  
Winter Park, FL 32792  
**PHONE:** (407) 671-3344  
**FAX:** (407) 671-3349  
**WEB:** www.aboutorlandoresearch.com  
**EMAIL:** info@

aboutorlandoresearch.com

**CONTACT:** Suzanne S. Cattell, PRC,  
President/Owner

A Qualitative Specialist. Top Rated for 12 consecutive years by Impulse Surveys. Highest ratings for recruiting, personnel and value translate to meticulous attention to recruiting detail, experienced management and cost sensitivity on every project. Oversized multi-use conference and viewing rooms designed for client and respondent brainstorming.

Seats 35-40 auditorium style.

Living room setting with appropriate décor and lighting. Kids furniture available. High-speed wireless for all clients in all areas. Private client lounges and telephone booths with data ports. Fully equipped private moderator's lounge. All recruiting on-site from supervised, monitored telephone facility. Committed to consistent quality for focus groups, idea generation, mock jury, taste test, IDI, dial test, product placement and rentals. Digital audio recording & DVD recording with same day duplicates available. Extensive African American database. Centrally located close to business, medical and professional complex. On site owner/manager is PRC certified. Member of ActiveGroup & FocusVision.

**◆ Adler-Weiner Research/Chicago, Inc.**

John Hancock Center  
875 N. Michigan Avenue  
Suite 3260  
Chicago, IL 60611  
**PHONE:** (312) 944-2555  
**FAX:** (312) 944-7639  
**CONTACTS:** Andi Weiner, Managing Director  
**EXECUTIVE OFFICES:**  
6500 N. Lincoln Ave.

Lincolnwood, IL 60712  
**PHONE:** (847) 675-5011  
**FAX:** (847) 675-5698  
**EMAIL:** andi@awres.com  
**WEB:** www.awres.com

Adler-Weiner Research Chicago is highly respected for excellence in top level executive, medical and consumer recruiting. Stately qualitative facility located on the 32nd floor of the John Hancock Center has 5 large conference rooms with comfortable viewing rooms, private lounges, and 2 kitchens. The spacious suburban location has 2 extra large conference rooms, oversized viewing, client lounges and a fully equipped prep and service kitchen.

The John Hancock facility and Lincolnwood facility has digital audio and video recording capabilities. We can email audio and video files, put them on a flash drive or upload to a FTP site. Files are archived for 6 months. Services at The John Hancock Center and Lincolnwood office are: DSL internet service, wireless, DVD video recording, customized usability labs for single or group tests, Focus Vision, simultaneous translation, and living-room style seating.

**◆ Adler-Weiner Research/L.A., Inc.**

10990 Wilshire Blvd.  
Suite 200  
Los Angeles, CA 90024  
**PHONE:** (310) 440-2330  
**FAX:** (310) 440-2348  
**EMAIL:** MWillens@awrla.com  
**WEB:** www.AWR-LA.com  
**CONTACT:** Michael Willens, Facility Director

Adler-Weiner Research/L.A. is a distinct innovative facility with four striking focus group rooms. Each room is equipped with an over-sized viewing room and a private client office with workstation and remote viewing capability.

Facility operations utilize only state-of-the-art audio/visual equipment. Services include: DSL Internet service, wireless, complimentary digital audio recording and upload, DVD recording, customized usability labs for single or group testing, FocusVision and Active Group, simultaneous translation, living room style and children's seating.

Allow Adler-Weiner to surpass your recruitment expectations: experienced in recruiting physicians (facility is just blocks from UCLA Media Center), IT professionals, business-to-business professionals, top-level executives, consumers and children.

**◆ Adler Weiner Research Orange County**

Orange County  
3121 Michelson Dr.  
Suite 100  
Irvine, CA 92614  
**PHONE:** (949) 870-4200  
**FAX:** (949) 870-4219  
**EMAIL:** info@awr-oc.com  
**WEB:** www.awr-oc.com  
**CONTACT:** Kristen Kenehan, Facility Director

In 2007, Adler-Weiner Research opened its newest facility, located in Orange County, right off of the 405, five minutes from the John Wayne Airport. Boasting four stunning conference rooms each with direct viewing and remote viewing capability in lounges, full computer/Internet workstations and a fully equipped prep and service kitchen. Two conference rooms open up into a singular spacious, double-viewed focus room perfect for mock-juries, classroom and theater-style studies. Facility operations utilize only state-of-the-art audio/visual equipment. Services include: T1 Internet service, wireless, complimentary digital audio recording and upload, DVD recording, customized usability labs for single or group testing, FocusVision and Active Group, simultaneous translation, living-room style and children's seating.

**◆⊙ Ask Miami**

2121 Ponce de Leon Boulevard  
Suite 250  
Miami, FL 33134  
**PHONE:** (305) 448-7769  
**FAX:** (305) 448-6825  
**WEB:** www.askmiami.com  
**EMAIL:** info@askmiami.com  
**CONTACT:** Adrian Ladner, VP

The premiere focus group facility and recruiting services provider in Miami just got better with two brand new focus group suites just completed! Located just 5 minutes from Miami Airport in the heart of the city, we are easily accessible from every corner of Miami-Dade County. Ask Miami provides moderators with the highest quality focus group facility and recruiting services available. Web streaming, videoconferencing, simultaneous translations and high-speed Internet access are just a few of the standard technologies available to clients at Ask Miami. Our recruiting center always provides fresh respondents from all walks of life. Whether your next study requires general consumers, physicians, teachers, seniors or children, Ask Miami will provide you with the highest level

of recruiting. Contact us and find out why our clients come back to us for their qualitative needs time and time again. For the very best in qualitative services, Ask Miami!

**B****BlueSky Room****◆ BlueSky Room**

55 Walls Drive  
Fairfield, CT 06824  
**PHONE:** (203) 319-5915  
**FAX:** (203) 319-1113  
**EMAIL:** info@blueskyroom.net  
**WEB:** www.blueskyroom.net  
**CONTACT:** Monica LoBrutto

BlueSky Room is Connecticut's newest consumer research facility and meeting place. Located in the NY metro area amid a diverse population, the adaptable respondent room can support focus groups, brainstorming sessions, meetings, mock juries, legal depositions, etc. The tiered observation room has seating for 18, and our on-site technical staff is available to provide support for our extensive technical capabilities, including video streaming and conferencing and joystick-operated cameras. The BlueSky Room can be transformed into multiple consumer environments, including store, kitchen, bathroom, garage, car interior, gym, garden or hospital/medical facility.

**◆ Boston Field & Focus, Inc. d.b.a. Performance Plus**

Point West Place  
111 Speen Street  
Suite 105  
Framingham, MA 01701  
**PHONE:** (508) 872-1287  
**FAX:** (508) 879-7108  
**EMAIL:** info@performanceplusboston.com  
**CONTACT:** Shirley Shames  
Performance Plus  
Westfield Shopping Town Enfield  
90 Elm Street  
Enfield, CT 06082  
**PHONE:** (860) 741-7222  
**FAX:** (860) 741-0207  
**EMAIL:** info@performanceplusboston.com  
**CONTACT:** Shirley Shames  
Boston Field & Focus, Inc.  
4 Faneuil Hall Marketplace  
South Building, 3rd Floor  
Boston, MA 02109  
**PHONE:** (617) 720-1874  
**FAX:** (617) 720-0165

## LISTINGS FOR THE DIRECTORY OF **FOCUS GROUP FACILITIES & MODERATORS**

**EMAIL:** info@performanceplusboston.com  
**CONTACT:** Shirley Shames

At Performance Plus we conduct extensive recruiting and qualitative interviewing for all types of research studies. We have extensive experience in consumer, business-to-business, medical and pharmaceutical recruiting. We have conducted extensive focus groups for some of the world's leading brands.

### Configured for your success.

Our six focus group rooms can be setup in any number of configurations to accommodate our clients' needs. Our tiered viewing rooms are outfitted with all the amenities you will need and are designed for ease of viewing.

*"At Performance Plus we conduct extensive recruiting and qualitative interviewing for all types of research studies."*

Focus groups are only as successful as the quality of the respondents and our dedicated team of experienced recruiters ensures that you get quality results. Our focus group recruiters follow a specialized process to assure that respondents meet the exact specifications for participation and are committed to and prepared for the focus group.

C



### ◆◆ Campbell-Communications, Inc.

140 Debs Place  
17th Floor  
New York, NY 10475-2552  
**PHONE:** (718) 671-6989  
**FAX:** (718) 671-0359  
**EMAIL:** Ron@Campbell-Communications.com  
**WEB:** www.Campbell-Communications.com  
**CONTACT:** Ron Campbell, President

Campbell Communications, Inc. offers professionally conducted qualitative research with unique session designs to meet objectives and deliver usable insights. Care is given to all aspects of the project from early preparation like screening to skillful moderating. Our customized mining techniques result in insightful reporting. All methodology elements are carefully executed to virtually guarantee customer satisfaction.

Focus group initiatives are customized to generate insights pertinent to specific strategy development or communications evaluation. A customized qualitative and quantitative hybrid is available to generate robust research outcomes capable of guiding planning and decision-making.

Ron Campbell has moderated thousands of

focus groups and ethnographies. Our expertise spans a variety of industries: travel, package goods, finance, transportation, health, and pharmaceuticals.

### QUALITATIVE SERVICES:

- Insight Generation Tools.
- Focus Group Moderating.
- Ethnography (In-Home/Observational/Anthropological).
- Individual Interviews.
- Executive Interviews.
- On-site/On-premise/Environmental Interviews.
- Planning Session Facilitator
- Brainstorming Sessions facilitator
- Strategy Development Consultation.



### ◆◆ Campos Market Research, dba Campos Inc

216 Boulevard of the Allies  
Pittsburgh, PA 15222  
**PHONE:** (412) 471-8484  
**FAX:** (412) 471-8497  
**WEB:** www.campos.com  
**EMAIL:** info@campos.com

**CONTACT:** Kelli Best at (412) 471-8484, ext. 309

In our 25th year, Campos Inc is a well-established, highly brand recognized market research strategy firm specializing in providing deep insight into the Real Experience of the Customer through our business and marketing consultation, market research and branded online communities.

Campos Inc translates these insights into business- and market-savvy interpretations and actionable business and marketing recommendations for our clients, which they then use to make smarter, strategic business decisions.

We offer full service qualitative and quantitative research incorporating research design, recruitment, project management, moderating, data collection, analysis, and recommendations. We specialize in conducting consumer, B2B and employee research. Our downtown Pittsburgh facility features two focus group suites with full amenities.

We are certified as a minority business enterprise by the WPMSDC, as a minority and woman owned business enterprise in the Commonwealth of Pennsylvania, and as a woman-owned business enterprise by WBENC.

Your customer's voice: listen. learn. leverage.



### ◆◆ CCR Houston — Corporate Office

3945 Greenbriar Drive  
Stafford, TX 77477  
**PHONE:** (281) 240-9646

**FAX:** (281) 240-3497  
**TOLL FREE:** 1-877-530-9646

**CONTACT:** Patricia Pratt, President  
B.J. Gerjes, Assistant Manager  
Houston Field Operations

CCR Phoenix, Branch Office  
500 W. Broadway,#102  
Tempe, AZ 85282

**PHONE:** (480) 557-6666  
**FAX:** (480) 557-6534

**TOLL FREE:** 1-877-906-0666

**CONTACT:** Y-Vette Cave, Branch Manager & Vice President of Sales

**WEB:** www.ccrsurveys.com

- 35 years of collecting information for over 1,000 clients nationwide
- Business to Business focus groups/ Consumer groups
- Four large focus group rooms with one way mirrors in Houston
- Two large focus group rooms with one-way mirrors in Phoenix
- Multi-language capabilities: English, Spanish, Asian, and Vietnamese
- Spanish language: supervisors, moderators, and translators
- We specialize in hard-to-recruit groups/ low incidence studies
- Over-sized rooms for large product testing and large group sessions
- WIFI, Focus Vision, and Active Group capabilities
- Other data collection specialties: CATI Interviewing, Mock Juries, Taste Tests, Mall Intercepts, Door-to-Door, In-Store Intercepts, Ethnography, Mystery Shops, and Online Surveys.



### ◆◆ CentralFocus

180 West Airport Road  
Lancaster, PA 17606-5423  
**PHONE:** (717) 560-1333

**FAX:** (717) 560-2034

**EMAIL:** london@centralfocus.net

**WEB:** www.centralfocus.net

**CONTACT:** Matt London, Director of Operations

Centralfocus is ideally located in the heart of central Pennsylvania. Our convenient location

is just minutes from the Lancaster Airport and we're easily accessed from major highways.

Our viewing room comfortably accommodates up to eight — and a separate viewing room, which can accommodate up to 40 with video feed — is also available.

A full menu of services is available (as needed) including research structure, protocol, screener development, recruitment, hosting, moderation, audio and video recording, analysis, and presentation of results. We have more than 20 years experience in studies involving branding, preference testing, customer satisfaction, product & concept testing, labeling, container design & taste-tests. We are particularly well versed in health care, packaged goods, financial and business-to-business.

Centralfocus is dedicated to ensuring the effective completion of your project.

We are networked to the pulse of Central Pennsylvania.



### ◆◆ CMI

2299 Perimeter Park Dr.  
Atlanta, GA, 30341  
**PHONE:** (678) 805-4000

**FAX:** (770) 936-0714

**EMAIL:** info@cmiresearch.com

**WEB:** www.cmiresearch.com

**CONTACT:** Jean Fasching, VP Business Development

Bill Salokar, VP Business Development

### ADDITIONAL COMPANY LOCATION: New York

For both B2B & B2C clients, CMI offers qualitative research as a stand-alone tool or in tandem with our quantitative methods and advanced analytics. Our moderators (RIVA-trained, QRCA members, with in-house project managers) are insightful listeners and expert advisors, skilled in a variety of techniques (e.g., voice of the customer, laddering, small groups, ice breakers, pre-group tasks, projective) and methodologies (e.g. observational, in-person and telephone focus groups, dyads/triads, IDIs, case studies). Recent qualitative projects of note include a complex ethnographic study of investors for a Fortune 500 company by our Cultural Anthropologist, insightful research with physicians to improve sales detailing for a global pharmaceutical company, and international multilingual in-depth phone interviews with travel agents for a leading travel company. Other expertise includes facilitation/ideation and usability work.

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## FOCUS GROUP FACILITIES & MODERATORS

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**Hartford  
New Haven  
Research Centers**

### ◆ Connecticut Connection Hartford — New Haven Research Centers

17 Talcott Notch Road  
Farmington, CT 06032  
**PHONE:** (860) 677-2877  
**FAX:** (860) 677-4754  
**EMAIL:** hartford@ctconnection.com  
**WEB:** www.ctconnection.com  
**CONTACT:** Nancy Neumann, Senior Director  
Risa Berens, Director

Two exceptional focus group facilities in Connecticut: Farmington and North Haven. Thirty years of experience recruiting every type of respondent and project including business, computer usability, healthcare, pharmaceutical, mock jury, governmental, ethnic, media, and consumer products. Our high-performance recruiting and field services cover the State of Connecticut. Over a million people within a fifteen minute drive of our facilities. Our focus group facilities have the flexibility to host large size groups, and a staff that is eager to meet any of your specific needs. Tiered seated amphitheater available for your special audience or mock jury presentation. In addition to FocusVision and ActiveGroup, you have the option of our in-house video streaming at a very reasonable fee. Moderators consistently give our facilities top-ratings.



### ◆ Consumer Logic, Inc.

4928 S. 79th East Ave.  
Tulsa, OK 74145  
**PHONE:** (918) 665-3311  
1-800-544-1494  
**FAX:** (918) 665-3388  
**EMAIL:** djarrett@  
ConsumerLogicResearch.com  
**WEB:** www.ConsumerLogicResearch.com  
**CONTACT:** Dan Jarrett, President

With over 30 years marketing research experience in the Tulsa MSA we know research and we know Tulsa. We will partner with you to deliver quality and meaningful research results.

Consumer Logic is a full-service market research company. We offer a state-of-the-art facility; quality recruiting and data collection; including CATI interviewing; moderating;

data tabulation and analysis. Our vast experience includes mail, telephone, online; and on-site surveys; focus groups; IDI's; store audits; store intercepts; and more.



**CRG GLOBAL, INC.**

### ◆⊙ CRG GLOBAL, INC. / DAYTONA AREA

3 Signal Avenue  
Ormond Beach, FL 32174  
**PHONE:** (386) 677-5644  
**FAX:** (386) 677-5534  
**EMAIL:** Crgsales@crgglobalinc.com  
**WEB:** www.crgglobalinc.com  
**CONTACT:** Carolyn Corbett

Cunningham/Test America  
Woodfield Shopping Center  
5 Woodfield Shopping Center  
Suite D128

Schaumburg, IL 60173  
**WEB:** www.crgglobalinc.com  
**PHONE:** (386) 677-5644  
**FAX:** (386) 677-5534  
**EMAIL:** crgsales@crgglobalinc.com  
**CONTACT:** Carolyn Corbett

Cunningham/Test America  
FlatIron Crossing  
One W. FlatIron Circle #2128  
Broomfield, CO 80021  
**PHONE:** (386) 677-5644  
**FAX:** (386) 677-5534  
**EMAIL:** crgsales@crgglobalinc.com  
**WEB:** www.crgglobalinc.com  
**CONTACT:** Carolyn Corbett

Cunningham/Test America  
Miracle Mile shops @ Planet Hollywood  
3663 Las Vegas Blvd. South  
Suite 185  
Las Vegas, NV 89109  
**PHONE:** (386) 677-5644  
**FAX:** (386) 677-5534  
**EMAIL:** crgsales@crgglobalinc.com  
**WEB:** www.crgglobalinc.com  
**CONTACT:** Carolyn Corbett

Cunningham/Test America  
Westfield Shopping Oakridge  
925 Blossom Hill Road  
Suite 1391  
San Jose, CA 95123-1294  
**PHONE:** (386) 677-5644  
**FAX:** (386) 677-5534  
**EMAIL:** crgsales@crgglobalinc.com  
**WEB:** www.crgglobalinc.com  
**CONTACT:** Carolyn Corbett

Cunningham/Test America  
Jefferson Valley Mall  
650 Lee Boulevard, Suite K13  
Yorktown Heights, NY 10598  
**PHONE:** (386) 677-5644  
**FAX:** (386) 677-5534  
**EMAIL:** crgsales@crgglobalinc.com  
**WEB:** www.crgglobalinc.com  
**CONTACT:** Carolyn Corbett

Cunningham/Test America  
Lakeforest Mall  
701 Russell Avenue  
Suite H116  
Gaithersburg, MD 20877  
**PHONE:** (386) 677-5644  
**FAX:** (386) 677-5534  
**EMAIL:** crgsales@crgglobalinc.com  
**WEB:** www.crgglobalinc.com  
**CONTACT:** Carolyn Corbett

Cunningham/Test America  
Tucson Mall  
4500 N. Oracle Road  
Suite 184  
Tucson, AZ 85705  
**PHONE:** (386) 677-5644  
**FAX:** (386) 677-5534  
**EMAIL:** crgsales@crgglobalinc.com  
**WEB:** www.crgglobalinc.com  
**CONTACT:** Carolyn Corbett

CRG Global, Inc.  
Grapevine Mills  
3000 Grapevine Mills Parkway  
Suite 259  
Grapevine, TX 76051  
**PHONE:** (386) 677-5644  
**FAX:** (386) 677-5534  
**EMAIL:** crgsales@crgglobalinc.com  
**WEB:** www.crgglobalinc.com  
**CONTACT:** Carolyn Corbett

CRG Global, Inc.  
Freehold Raceway Mall  
3710 Route 9, Suite 238A  
Freehold, NJ 07728  
**PHONE:** (386) 677-5644  
**FAX:** (386) 677-5534  
**EMAIL:** crgsales@crgglobalinc.com  
**WEB:** www.crgglobalinc.com  
**CONTACT:** Carolyn Corbett

CRG Global, Inc.  
Franklin Mills Mall  
1749 Franklin Mills Circle  
Philadelphia, PA 19154  
**PHONE:** (386) 677-5644  
**FAX:** (386) 677-5534  
**EMAIL:** crgsales@crgglobalinc.com  
**WEB:** www.crgglobalinc.com  
**CONTACT:** Carolyn Corbett

CRG GLOBAL, INC. is your partner in research. We are comprised of four research entities. CSS/Datatelligence is your sensory research and consumer insights partner. Evaluative Criteria, Inc. is your expert market research partner. Datatelligence Online is our internet capabilities. Cunningham Field & Research Service, Inc. is your data collection resource with comprehensive coast to coast locations and advanced data collection/ interviewing methods. Our quality assurance programs provide you with confidence in our research.



### ◆ CSS/datatelligence

3 Signal Avenue  
Suite B  
Ormond Beach, FL 32174  
**PHONE:** (866) 209-2553  
**FAX:** (386) 523-1185  
**EMAIL:** sales@  
cssdatatelligence.com  
**WEB:** www.cssdatatelligence.com  
**CONTACT:** Carolyn Corbett, Sr. Vice President

CSS/datatelligence has focus group moderators and human psychologists available for groups, ethnography, shop a longs, triads, etc. Additionally, select locations have fragrance chambers, expended kitchen capabilities (with viewing rooms), sensory booths and laundry capabilities to uniquely combine qualitative and quantitative research to obtain the best value for your research dollars. Our newest technology offers eye tracking and capturing of emotional responses. Our professional staff can assist with design, executing, and presenting results to deliver actionable business decisions for the growth of your company.



### ⊙ Culturati Research and Consulting, Inc.

12625 High Bluff Drive  
Suite 218  
San Diego, CA 92130  
**PHONE:** (858) 792-0500  
**FAX:** (858) 792-4030  
**EMAIL:** Marissa.Romero@  
CulturatiResearch.com  
**WEB:** www.CulturatiResearch.com  
**CONTACT:** Marissa Romero

Culturati. Delivering Excellence in Qualitative Research and Specialization in the U.S. Hispanic Market.

Culturati is a full-service market information firm, providing traditional and in-context qualitative research, Learning-to-Action Sessions, facilitation, MROC, and Hispanic consulting services. Culturati has a proven track record of providing valuable, actionable insights to its clients through its unrelenting dedication to excellence in every phase of research:

- Research Design: Innovative, effective methodologies and techniques appropriate for the client objectives and target audience.
- Fielding Operations: Experienced recruiters and interviewers that aside from effectively reaching GM consumers,

## LISTINGS FOR THE DIRECTORY OF **FOCUS GROUP FACILITIES & MODERATORS**

specialize in reaching unacculturated and bicultural Hispanic respondents.

- **Research Execution:** Largest team of Multicultural researchers with nine tenured, bilingual/bicultural Hispanic moderators who are bicultural, native Spanish speakers. All of our moderators have been trained in advanced qualitative techniques and semiotic analysis – and are experts in Exploratory, Equity and Receptivity Research as well as in CommChecks and Product Innovation.
- **Analysis and Reporting:** Most visual, insightful and actionable reports in the industry. Culturati's moderators are well-versed in marketing principles/strategies and are skilled at analyzing research findings through a cultural insight-lens to develop actionable, impacting solutions.

Trust your next research project to Culturati, and experience excellence in qualitative research!



### ◆ **CUSTOM RESEARCH CENTER, INC.**

1650 De Diego Avenue  
San Juan, Puerto Rico 00927  
**PHONE:** (787) 764-6877  
**FAX:** (787) 764-6835  
**WEB:** www.customresearchpr.com

**EMAIL:** parimal@  
customresearchpr.com  
iris@  
customresearchpr.com

**CONTACT:** Parimal Choudhury, Ph.D.,  
President

Iris Morales, VP Operations

Complete marketing and economic research services in Puerto Rico, the Caribbean and the Latin American countries. Focus Group Studies (traditional or with the aid of Perception Analyzer) in our most modern facilities with highly trained and experienced moderators. Facilities rental for focus groups and IDIs.

## D



### © **Decision Analyst, Inc.**

604 Avenue H East  
Arlington, TX 76011  
**PHONE:** (817) 640-6166  
**FAX:** (817) 640-6567

**EMAIL:** jthomas@  
decisionanalyst.com

**WEB:** www.decisionanalyst.com

**CONTACT:** Jerry W. Thomas,  
President/CEO

At Decision Analyst, we emphasize questions and issues of marketing significance in our qualitative investigations and analyses. This is a vital component in decision-oriented marketing research. It is especially useful in understanding a topic from the consumer's perspective, in the consumer's own language.

Decision Analyst offers:

#### **Traditional In-person Research**

- Focus Groups.
- Sensitized Groups.
- Dyadic And Triadic Interviews.
- Depth Motivational Studies.

#### **Internet-Adapted Qualitative Techniques**

- Time-Extended™ Online Focus Groups.
- Time-Extended™ Online Depth Interviews.
- Online Pseudo-Depth Interviews.
- Online Sentence Completion.
- Online Word Association.
- Online Hypotheses Quantification.

#### **Online Ethnography**

Conducting online ethnography using Decision Analyst's Time-Extended™ approach generates a level of depth and detail not commonly seen in qualitative marketing research, and often a level of detail not seen even in traditional ethnographic research. And this depth translates into the silver bullet for marketers-insights into what respondents actually do and how that behavior drives their decisions.



### ◆ **Direct Feedback, Inc.**

225 West Station Square Drive  
Suite 545  
Pittsburgh PA 15219  
**PHONE:** (412) 394-3676 or  
1-800-519-2739

**FAX:** (412) 394-3660  
**EMAIL:** Kevin.Edwards@  
dfresearch.com

**WEB:** www.DFRResearch.com  
**CONTACTS:** Kevin Edwards, Project  
Manager  
Sherri Mignella, Office Manager

Direct Feedback was established in 1986 and has been rated one of the World's Best Facilities in 2011 for the seventh consecutive year by Impulse Survey of Focus Facilities. Direct Feedback is a full-service firm providing a broad range of qualitative and quantitative marketing research services,

specializing in consumer, business-to-business, medical and financial markets. Our centrally located office in historic Station Square offers state-of-the-art telephone and computer technology that can accommodate any large or small marketing research project. Our on-site call center hosts 15 work centers for recruiting quantitative and qualitative studies. Our facility offers wireless DSL service, DVD and CD recording, responsive staff, and convenient parking. We offer both ActiveGroup and Focus Vision as video-streaming services.



**DOYLE RESEARCH**  
inspired qualitative since 1986

### ◆ **Doyle Research Associates**

400 N. Michigan Ave.  
Suite 1016  
Chicago, IL 60611

**PHONE:** (312) 863-7602

**FAX:** (312) 863-7601

**EMAIL:** info@doyleresearch.com

**WEB:** www.doyleresearch.com

**CONTACT:** Kathleen Doyle, President

Doyle Research Associates has been offering inspired qualitative research services since 1986. Our methods include face-to-face (groups, IDIs), telephone, ethnographic (in-home, on-site, shop-alongs) and online (live, bulletin board, video diaries, immersion), as well as a variety of specialty services including ideation, social media analysis, qualitative meta-analysis and group facilitation. We are skilled in conducting research with consumers (from kids to seniors), as well as business-to-business and health care professionals. Category experience includes food and beverage; food service; personal and home care; pharmaceutical; health care; telecommunications; toys and games; publishing; nonprofit/social issues; media and entertainment; and durable goods.

## E



### ◆ **Ecker & Associates**

220 South Spruce  
Suite 100  
South San Francisco, CA 94080  
**PHONE:** (650) 871-6800  
**FAX:** (650) 871-6815

**CONTACT:** Janette Guerrero, Project  
Manager

Ecker & Associates  
222 Front  
3rd floor  
San Francisco, CA 94111  
**PHONE:** (650) 871-6800  
**FAX:** (650) 871-6815

**CONTACT:** Janette Guerrero, Project  
Manager

40 years of providing qualitative market research services. Experienced on-staff recruiters who can recruit all segments of the population to your specifications. Top-rated by Impulse Surveys. Highest rating for recruiting in Bay Area for the last 10 years. Five focus rooms and one mini group room. Ecker & Associates is equipped with the capabilities of MP3 recording, wireless network, dual language recording, FocusVision and Video Interclipper. A member of Focus Coast to Coast. Two locations to serve you – Urban in the heart of the financial district. Suburban – five minutes from San Francisco Airport.

## F



### ◆ **Focus On Boston**

30 Rowes Wharf  
Boston, MA 02110  
**PHONE:** 1-800-699-2770  
**FAX:** (781) 356-1929

**EMAIL:** larry@  
focusonboston.com

**WEB:** www.focusonboston.com  
**CONTACT:** Larry Jenkins, President

**ADDITIONAL COMPANY LOCATIONS:**  
Braintree - Suburban  
10 Forbes Road  
Braintree, MA 02184  
**PHONE:** (781) 356-7318  
**CONTACT:** Rowes Wharf

Located on Boston's beautiful waterfront, Focus On Boston offers three spacious conference rooms with luxurious client lounges as well as an IDI suite. We provide un-matched recruiting in the Northeast with an extensive and diverse database that is continually updated and expanded. We have state-of-the-art digital audio/visual equipment and proud to be a member of the FocusVision Network. Our Boston location is adjacent to the 4-Star Boston Harbor Hotel with special rates. Our show rates are among the best in the industry!

Located in the heart of Boston's suburbs, our (**BRAND NEW 2011**) Braintree-Suburban facility is ideally situated at the crossroads of three major highways and just 8 miles from downtown Boston. Braintree is extremely accessible and convenient for both clients and respondents from the suburbs or the city.

Please call or email to learn more about Focus On Boston and why we are the premier focus group facility in the Northwest.

**The Directory continues on the following page**

LISTINGS FOR THE DIRECTORY OF

**FOCUS GROUP FACILITIES & MODERATORS****NOTE:** All of these listings are paid advertisements.**KEY TO SYMBOLS WITH LISTINGS:**

- ◆ = FOCUS GROUP FACILITY
- ◎ = FOCUS GROUP MODERATOR
- ◆◎ = BOTH FOCUS GROUP FACILITY AND MODERATOR

**◆ Focus Pointe Global**100 Penn Square East, Suite 1200  
Philadelphia, PA 19107**PHONE:** (215) 561-5500**FAX:** (215) 561-7403**EMAIL:** onecall@focuspointeglobal.com**WEB:** www.focuspointeglobal.com**CONTACT:** Ileen Branderbit, Executive  
Vice President

Expert focus group recruiting and luxurious focus facilities equipped with videoconferencing and streaming technologies in key US commercial centers. Your projects will be in the extremely capable hands of FPG recruiters, who bring decades of recruiting experience and knowledge to every category, including consumer, business, pharmaceutical, medical, and jury. You and your clients will enjoy the professionalism and elegant comfort of our focus facilities. Sited conveniently to air, train/rapid transit, and highway, they are easy to reach for researchers and respondents alike. Plus, we field qualitative projects through our worldwide network of qualified affiliates.

Find Focus Pointe Global in these cities:

Atlanta, GA; Bala Cynwyd, PA; Boston, MA;  
Chicago, IL; Dallas, TX; Los Angeles, CA;  
New York, NY; Philadelphia, PA; San  
Francisco, CA; and Teaneck, NJ.**◆◎ FocusVision Worldwide**1266 East Main Street  
Stamford, CT 06902**PHONE:** (203) 961-1715**FAX:** (203) 961-0193**EMAIL:** info@focusvision.com**WEB:** www.focusvision.com**CONTACT:** Duke Perrucci, Vice President  
of Sales

FocusVision is the leading global provider of live video transmission, analysis and archive solutions for the qualitative market research industry.

With transmission solutions for all venues, including the largest global network of focus group facilities, FocusVision delivers the highest audio and video quality, reliability and security for the most advanced research organizations in the world.

FocusVision solutions increase key stakeholder participation, avoid the hassles

and costs of travel and accelerate the review, analysis and reporting process to make smarter decisions, faster.

**Professional affiliations:** ESOMAR, MRA,  
PMRG, EphMRA, PBIRG, QRCA.**Research Tools:** VideoStreaming,  
VideoConferencing, VideoMarker software,  
InterVu Webcam Focus Groups, SuperMobi  
and Portable Studio for field research,  
Content Management and Video-  
synchronized Transcripts.**G****GfK Custom Research  
North America****◎ GfK Custom Research  
North America**3923 Rancho Drive  
Ann Arbor, MI 48108-2774**PHONE:** (734) 332-9200 x2130**EMAIL:** info@gfkamerica.com**WEB:** www.gfkamerica.com**CONTACT:** Christine Holt, GfK Qualitative  
& Ethnography

Focused on inspiring innovative business decisions, GfK Custom Research North America is part of the GfK Group, the world's fourth largest market research company. It combines the global resources of the GfK Group with the local knowledge of North America's leading research and consulting companies delivered by more than 700 employees in the US and Canada. Beyond our sector-specific experts, specialty practice areas such as GfK Qualitative & Ethnography, and research centers for excellence, we deliver unmatched knowledge designed to help your business grow. By offering you access to several of the world's largest databases combined with a full-range of ad-hoc research services, GfK Custom Research North America delivers proven, state-of-the-art solutions developed from a 360° view of your market. These include a full-range of qualitative techniques that drive innovation and provide direct lines into the "Voice of the Consumer", academically-grounded ethnography, in-person research conducted through the extensive Friedman Marketing Services network and more.

**◆◎ Gilmore Research Group**2101 4th Avenue, 8th Floor  
Seattle, WA 98121**PHONE:** (206) 726-5555**FAX:** (206) 726-5620**EMAIL:** pglazer@gilmore-research.com**dglosser@gilmore-research.com****WEB:** www.gilmore-research.com**CONTACT:** Patricia Glazer, Vice President  
& Sr. ModeratorDonna Glosser, Director, Qualitative  
Research Services Division**ADDITIONAL COMPANY LOCATIONS:** Portland, OR

Gilmore Research Group is a custom full-service market research firm specializing in consumer and B-2-B focus groups and in-depth interviewing with five experienced moderators. Three luxurious focus group suites in our Seattle downtown location (21x19 with 24 viewing capacity, 20x18 with 23 viewing capacity, and 17x14 with 9 viewing capacity) and two in Portland (23x20 and 16x15.5). Excellent on-site recruiting. Member Focus Vision Network. Equipped for Web Usability Testing. Sixty years in business.

First Choice Facilities Partner.

For custom focus groups or facilities in Portland, use contact names above.

**H****HOUSE of MARKETING RESEARCH | HMR****◆◎ House of Marketing Research**2555 E. Colorado Boulevard  
Suite 205

Pasadena, CA 91107

**PHONE:** (626) 486-1400**WEB:** www.hmr-research.com**EMAIL:** amy@

hmr-research.com

Many companies hope they're reaching their target audiences, but don't really know for sure. House of Marketing Research ("HMR") is the one they turn to, to find out. HMR is one of LA's Premiere Focus Group Facility. Specializing in both quantitative and qualitative research, HMR's capabilities include in-house recruiting, massive national database, intercept interviewing, national project management, online discussion board groups, online and offline surveys, online focus groups and usability labs with Morae software. Our staff of trained moderators (QRCA members) with capabilities in English, Spanish, Mandarin, Cantonese, Korean, Vietnamese, Japanese and Tagalog, obtain quality insights to help our clients make better business decisions. HMR's proactive researchers offer expertise in a wide variety of segments, including healthcare, consumer goods, business-to-business, and ethnic markets including African American, Asian and Hispanic. Our top rated focus group facility is equipped video conferencing for remote observation and participation, translation equipment, digital audio and video.

**Human  
Interfaces  
Inc.****◆ Human Interfaces, Inc.**8500 Bluffstone Cove, B-204  
Austin, TX 78759**PHONE:** (512) 340-0354**FAX:** (512) 340-0549**EMAIL:** sales@

humaninterfaces.net

**WEB:** www.humaninterfaces.net**CONTACT:** Greg Liddell; Ph.D, Principal**ADDITIONAL COMPANY LOCATION:** Los Angeles, CA

Human Interfaces was established in 2001 and offers user research, usability and user-centered design services. Our mission is to help our clients develop products that are intuitive, user-friendly and enjoyable to use. In 2007, HI designed a User Research Facility in Austin. Ours is a flat rate facility and our philosophy is to provide a hassle-free research experience without pinching our clients for incidentals. Facility rental includes complimentary audio/DVD recordings, wireless internet, projector/plasma TV/desktop PC, in-house streaming solution and free parking. There is no additional charge for usability lab setup since our facility was designed for usability. The facility is equipped to provide clients an environment to observe and understand user behavior & perceptions of products, software/web and services. We can also facilitate recruiting efforts with facility rental.

**I****◆◎ InsightAsia Research Group**9 Purvis Street #04-01  
Singapore 188588**PHONE:** 65 63384780**FAX:** 65 63379470**EMAIL:** budi@

insightasia.com

**WEB:** www.insightasia.com**CONTACT:** Mr. Budi Santoso, Director  
Ms. Claire Kock, Director**ADDITIONAL COMPANY LOCATIONS:** Singapore,  
Indonesia, Malaysia, Thailand, China,  
Vietnam, Philippines

InsightAsia is an Independent market research agency offering high quality marketing research, analysis and consulting services across Asia.

We offer full service offices in Singapore, Thailand, Malaysia, Indonesia, and China, we work with close partnerships in Philippines, Vietnam, India, Sri Lanka, and Hong Kong to provide our clients with a single standardized, yet intimately localized, research platform for the entire region.

We listen to hundreds of Asian consumers, across countries, cultures and categories every day. They express their needs, motivations and aspirations to us. We bring this insight to our clients, to assist them in creating strategic & profitable solutions for the Asian marketplace.

## LISTINGS FOR THE DIRECTORY OF **FOCUS GROUP FACILITIES & MODERATORS**



◆ **Issues & Answers Network, Inc.**

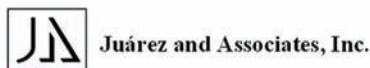
5151 Bonney Road, Suite 100  
Virginia Beach, VA 23462  
**PHONE:** (757) 456-1100  
**FAX:** (757) 456-0377  
**WEB:** www.issans.com  
**EMAIL:** global@issans.com  
**CONTACT:** Peter J. McGuinness, President  
Carla Lindemann, Chief Operating Officer

Issues and Answers is a global marketing research firm experienced in conducting comprehensive consumer and B2B studies domestically and internationally. Our state-of-the-art focus group facility conveniently covers the Norfolk, Virginia Beach, Chesapeake, Suffolk, Hampton, and Newport News areas of Virginia. In addition to four on-staff moderators experienced in major industries, we offer in-house recruitment. We have international airport service conveniently located in Norfolk and Newport News.

Other available methodologies include: • CATI, • CAPI, • IVR, • Online Surveys • Instant Consumer Evaluation\*, • Telepanels - Focus groups via teleconferencing. • In-person Interviews. • Mall Intercepts • Pre-Recruits, • Direct Mail, • Risk Reduction Research\*.

We offer a complete array of analytical services, such as multivariate, discrete choice trade off and conjoint models. Our international network of reliable alliance partners extends our research capabilities to Africa, Asia, Central America, South America, Europe, Eastern Europe, the Pacific Rim, the Middle East, and Scandinavia.

**J**



◆ **Juárez and Associates Inc.**

12139 National Boulevard  
Los Angeles, CA 90064  
**PHONE:** (310) 478-0826  
**FAX:** (310) 479-1863  
**EMAIL:** juarezla@gte.net  
**WEB:** www.juarezassociates.com  
**CONTACT:** Nicandro Juárez, President

• Full-service research and management consultants: general and Hispanic marketing, social marketing, survey and sociocultural research, program review and evaluation, educational and human resource development, and general management.

• Focus group facilities, services, and moderators, specializing in Hispanics and hard-to-reach populations.

• Complete bilingual (Spanish/English) capabilities. Brochures available upon request.

**L**



◆ **L&E Research**

North Carolina  
5505 Creedmoor Road  
Suite 200  
Raleigh, NC 27612  
**PHONE:** (919) 782-3860  
**FAX:** (919) 787-3428

Florida  
100 N Tampa Street, Suite 3700  
Tampa, FL 33602  
**PHONE:** (877) 344-1574  
**FAX:** (813) 443-8205  
**EMAIL:** bidrequest@leresearch.com  
**WEB:** www.leresearch.com  
**CONTACT:** Renee Wyckoff, Project Manager  
(919) 256-9603  
rwyckoff@leresearch.com

John Tomczak, Project Manager  
(877) 344-1574 ext. 210  
jtomczak@leresearch.com

Marie Bosscawen, RN, BSN, Medical Project Manager  
(919) 256-9607  
medical@leresearch.com

Great Recruiting...Great Service...Great Results. L&E Research is Impulse Survey Top Rated and GreenBook Health Certified. L&E's large database, specialized proactive staff and proprietary custom software offers you fresh articulate recruits and efficient project management. With locations in North Carolina and Florida, our state-of-the-art Focus Group Facilities are located in fast growing markets that are not "over researched". L&E recruits Consumers, Teens/kids, Minorities, Medical Professionals nationwide, Teachers, and B2B for focus groups, interviews, taste tests, mock trials, music studies, intercepts and more. Contact L&E today for your recruiting and facility needs. You'll be glad you did.



◆ **LA MAISON DU TEST**

2 Bd Saint Martin  
Paris, 75010, France  
**PHONE:** 33.1.4003.0501  
**FAX:** 33.1.4003.0217  
**EMAIL:** location@lamaisondutest.com  
**WEB:** www.lamaisondutest.com  
**CONTACT:** Caillaud Alain, Assistant Manager

A complex of air-conditioned, soundproofed, functional and comfortable group meeting rooms in the centre of Paris. For a top quality service. • 5 group meeting rooms 4 of them equipped with one-way mirrors • 1 dedicated

room for depth interviews/mini group • All of them with broadband Internet (Wi-Fi) • An attentive, professional reception staff team dedicated to providing your total satisfaction. • Highest international services: simultaneous translator, videoconference (FocusVision), transcription • Recruitment of your target on listing client, own data base with our recruiters 'team • Moderation, top lines report.



◆ **Lucas Market Research, LLC — GroupNet STL**

4101 Rider Trail North, Suite 100  
St Louis, MO 63045  
**PHONE:** (314) 344-0803  
**FAX:** (314) 344-0932  
**EMAIL:** sechelmeyer@lucasresearch.net  
**WEB:** www.lucasresearch.net  
**CONTACT:** Suzanne Lucas Echelmeyer, Vice President

Lucas Market Research, LLC GroupNet-STL is Rated # 1 in St. Louis 2011 by Impulse Surveys for Best Value, Recruiting and Personnel. Our comprehensive redesign, completed March 2011, will accommodate the most discriminating client. Amenities include three spacious contemporary client suites with oversized lounges, private entry and restroom, large tiered viewing rooms, closed circuit, wet bar, private dining/eating area, separate respondent lobbies, high speed wireless internet, Focus Vision and Active Group video streaming, state-of-the-art digital recording, flat screens through-out with VGA/HDMI access, test kitchen, moderator upon request, on site recruiting and St. Louis' finest catered meals. The redesigned multi-purpose room will accommodate 50 classroom/theatre style. The innovative design of our multi-purpose room affords the perfect venue for mock trials and CLT's. Specialties include business, healthcare, mock trials, consumer, financial, media/entertainment, education. Partner with research professionals to experience paramount recruiting/service for your next qualitative/quantitative project. Come experience the "New Lucas".



◆ **Luth Research**

1365 4th Avenue  
San Diego, CA 92101  
**PHONE:** 619-234-5884  
**FAX:** 619-234-5888  
**WEB:** www.luthresearch.com  
**EMAIL:** jrosales@luthresearch.com  
**CONTACT:** Jacqueline Rosales, Executive Vice President Business Development & Client Service

Dedicated to excellence and innovation, Luth Research continually develops new ideas and

adopts cutting edge technologies to meet the needs of today's market research industry. Combining tailored data collection methodologies with personalized service, Luth Research offers a comprehensive array of quantitative, qualitative, and knowledge enrichment services to support the most complex research requirements. Three state-of-the-art focus group suites, 110 CATI stations, an on-site programming team, and SurveySavvy™, an online community of business professionals and consumers around the globe, ensure quality solutions that are scalable, secure, and flexible. Luth's data quality management system, vSavvy™, unites cutting edge applications with time-tested rules and procedures to ensure high quality in online research results.

**M**



◆ **Metro Research Services, Inc.**

9990 Fairfax Blvd./Lee Highway  
Suite 110  
Fairfax, VA 22030  
**PHONE:** (703) 385-1108  
**FAX:** (703) 385-8620  
**EMAIL:** info@metroresearchservices.com  
**WEB:** www.metroresearchservices.com  
**CONTACT:** Angela Lorinchak, President  
1729 King Street, Suite 302  
Alexandria, VA 22314  
**PHONE:** (703) 739-0256  
**EMAIL:** info@metroresearchservices.com  
**WEB:** www.metroresearchservices.com  
**CONTACT:** Angela Lorinchak, President

Two state of the art facilities (Fairfax, VA and Alexandria, VA) in executive office buildings serving the Washington Metropolitan area which includes VA, DC, and MD. Conference rooms (16 x 20) with adjacent client viewing (16 x 16) accommodating up to 18 clients.

Spacious one-on-one rooms with viewing rooms accommodating up to 6 clients. High-speed and wireless Internet access in both offices. Impeccable recruiting with meticulous adherence to sampling specifications. Specializing in consumers, medical professionals, government employees, executives, youth, senior citizens, and groups of various ethnic backgrounds. Equipped for mock jury trials, CLT's, taste tests, radio tests, and usability studies. Field management across the country is also available. Catered meals and ample parking. Metro Research Services, Inc., is the data collection agency that can meet your marketing research needs for the Washington-Metro area. Active Group and Focus Vision both offices. Online groups, VIC CD, transcription services, DVD/CD/MP3 recording available as well. Always TOP RATED in Impulse Surveys.

The Directory continues on the following page

## LISTINGS FOR THE DIRECTORY OF

# FOCUS GROUP FACILITIES & MODERATORS

**NOTE:** All of these listings are paid advertisements.

### KEY TO SYMBOLS WITH LISTINGS:

- ◆ = FOCUS GROUP FACILITY
- ⊙ = FOCUS GROUP MODERATOR
- ◆⊙ = BOTH FOCUS GROUP FACILITY AND MODERATOR



#### ◆⊙ Morpace Inc./GroupNet Detroit Field Services

31700 Middlebelt Road  
Farmington Hills, MI 48334  
**PHONE:** (248) 737-5300 or  
1-800-878-7223

**FAX:** (248) 737-5326  
**EMAIL:** dtaglione@morpac.com  
**WEB:** www.morpac.com

#### Focused on service...focused on you!

Morpac will meet all your in-person qualitative requirements as well as online focus groups and bulletin boards. We partner with you by providing recruiting, a spacious Impulse top-rated facility, expert project managers, and experienced in-house moderators who understand your needs. In addition to our three large focus group suites and dyad/triad room, our 27' x 33' CLT room is perfect for product testing, taste tests, juries, etc. with a seating capacity of 50 Classroom & 75 Theater. One of our focus group suites is completely private and provides an additional conference room for total confidentiality. Our full-service kitchen is equipped with 220V/230V outlets, commercial and standard refrigerators. Viewing rooms combine tiered-seating with living room comfort; full view observation mirrors, wet bar, refrigerator, private office. Other capabilities include, videostreaming, videoconferencing, wireless Internet, flat screen monitors, LCD data projectors, Perception Analyzers®, Member GroupNet™, FocusVision™ and Active Group™. Quality awards include ISO 9001:2008 Certification, Q1 Award.



#### ⊙ MRSI (Marketing Research Services Inc.)

720 East Pete Rose Way  
Suite 200  
Cincinnati, Ohio 45202  
**PHONE:** (513) 579-1555

**FAX:** (513) 562-8819  
**WEB:** www.mrsi.com  
**EMAIL:** info@mrsi.com

**CONTACT:** Miguel O. Martinez-Baco,  
Director of Qualitative Research

Since 1973, MRSI has helped clients across industries from consumer products and healthcare to financial services and retail solve business challenges with insightful, strategic marketing research designed for

their specific needs.

Our qualitative experts help you better understand the expectations, perceptions and motivations of your customers and dedicate themselves to providing the tools and responsiveness necessary to provide a creative, collaborative experience that enhances learning.

MRSI's qualitative services include ethnography, focus groups and in-depth interviews as well as non-traditional approaches such as online bulletin boards and online qualitative sessions.

We utilize a variety of methodologies and specialized techniques to provide more insightful results. Our skilled moderators conduct qualitative research across the United States through our arrangements with focus group facilities nationwide.

MRSI's qualitative research helps you get inside the mind of your customers to uncover the "hows" and "whys" critical to your success.



#### ◆ The MSR Group

1121 North 102nd Court  
Suite 100

Omaha, NE 68114  
**PHONE:** (402) 392-0755  
**FAX:** (402) 392-1068  
**EMAIL:** sousa@theMSRgroup.com  
**WEB:** www.theMSRgroup.com  
**CONTACT:** Rochelle Sousa, Project Manager

The MSR Group has been rated one of the world's top focus group facilities by an international survey of focus group moderators. Centrally located facility includes large group room with ceiling to floor, wall-to-wall mirrors. One-on-one interviewing room. Dual recording with ceiling microphones and simultaneous TV monitors in both respondent and viewing rooms. Comfortable two tiered viewing room for up to 20 with attached client lounge. In-house recruiting and meeting hostesses. Half-inch video or DVD recording available with or without operator. Perception Analyzers available. An Active Group Internet broadcasting facility. Offering the nation's only Moderator Concierge Service (see our website for details).



◆ National Qualitative Centers, Inc.  
625 North Michigan Ave., 14th Floor  
Chicago, IL 60611  
**PHONE:** (312) 642-1001 or  
1-800-335-1222

**FAX:** (312) 649-5812

**EMAIL:** Chicago@nqcchicago.com

**WEB:** www.nqcchicago.com

**CONTACT:** Pam Kowaleski

NQC is the most complete research facility in Chicago.

Located on North Michigan Avenue's Magnificent Mile, NQC is central to the city's best hotels, restaurants and retail establishments. Easy access to O'Hare and Midway Airports.

Eight ultra-modern conference rooms! Five spacious suites, a one-on-one lab, our "Magnificent Mile Room" which effortlessly holds over 60 participants, and our new "Chicagoland Suite" which holds even more and features its own separate entrance and reception area. Wi-fi Internet access throughout. NQC's recruiting is the best anywhere. Participants are recruited to your exact specifications, then carefully re-screened to insure they meet your study requirements. Our staff, famous for its experience and knowledge, is meticulously trained to provide excellence in the administration of each study. Full videoconferencing and video streaming. Take away a cassette tape, DVD or flash drive. NQC: FOCUSED, EFFICIENT, EFFECTIVE.



#### ◆⊙ Nichols Research

333 W. El Camino Real  
Suite 130  
Sunnyvale, CA 94087-1968  
**PHONE:** (510) 794-2990  
**FAX:** (510) 794-3471

**EMAIL:** info@nicholsresearch.com  
**WEB:** www.nicholsresearch.com  
**CONTACT:** Jane Rosen, President  
Grace La Mer, Branch Manager

**ADDITIONAL COMPANY LOCATIONS:** San Jose, CA., Sunnyvale, CA.

San Francisco /San Jose — With five offices throughout Northern California, Nichols Research offers expert recruiting and thoughtful on-site service, every time! Qualitative and quantitative, consumer, B2B, medical, video gaming, ethnography, taste-tests, and mock jury research. Facilities feature high-end, comfortable focus group and IDI suites, client lounges, usability labs, and 900 sq. ft. mock jury/multi-purpose rooms, digital audio/video recording, videostreaming, and T1 wireless internet. NRI is "Top Rated" 2010 by Impulse Survey. Save up to 10% instantly at any GroupNet facility on your next multi-city project.



#### ◆⊙ Observation Baltimore

BW Research Tech Park  
5520 Research Park Drive  
Baltimore, MD 21228  
**PHONE:** (410) 332-0400

**FAX:** (410) 332-0403

**EMAIL:** allisa@obaltimore.com

**WEB:** www.observationbaltimore.com

**CONTACT:** Allisa Metheny, Operations Manager

#### Experienced Recruiting Makes All the Difference!

Featuring three brand new, spacious, spa-like and technology-friendly focus group suites equipped with private client offices, lounges, and elegantly appointed creature comforts. Observation Baltimore is located in a new green building situated in BW Research Tech Park on the parameter of University of Maryland Baltimore County Campus (UMBC). Conveniently located 1 mile off of I-95, 5 miles from BWI Airport and AMTRAK, with free shuttle service from BWI Westin and BWI Sheraton. Baltimore's famous Inner Harbor is a short cab ride, with the Nation's Capital 30 miles south.

Observation Baltimore is repeatedly rated "One of the World's Best" by Impulse Survey. We offer precise recruiting of consumers, physicians, health care and business-to-business professionals, equipped with research knowledge and proactive client services.



#### ◆ OMR (Olchak Market Research)

7253-C Hanover Parkway  
Greenbelt, MD 20770  
**PHONE:** (301) 441-4660  
**FAX:** (301) 474-4307

**EMAIL:** info@OMRdc.com  
**WEB:** www.OMRdc.com

**CONTACT:** Karen Sollod, Vice President of Operations

OMR has two IT-ready focus group facilities (with DSL for client and project use) serving the Washington, DC market: downtown DC and suburban Maryland. Both state-of-the-art locations have three-level viewing rooms and spacious client lounges adjoining the viewing rooms. The downtown location also has an executive one-on-one room with viewing. Both facilities offer the highest quality sound proofing, special lighting to enhance videotaping, and individual room climate controls for your personal comfort.

With web broadcasting via ActiveGroup, OMR's clients can hear and view their focus

## LISTINGS FOR THE DIRECTORY OF **FOCUS GROUP FACILITIES & MODERATORS**

groups or in-depth interviews from any computer with Internet access.

With this service, clients can view their focus groups in real time or archived for 30 days.

All recruiting is done in-house from our central telephone facility. Daily reports and 100% validating are provided for every qualitative study.

medical & B2B. We internally develop and administer our recruiting systems and supply the most accurate and efficient screening for even the most difficult projects. Experienced project managers, top-rated recruiting and extraordinary service coupled with state-of-the-art technologies; our recipe for the finest in qualitative and quantitative research services. Experience the PMR Edge.

**P**



◆ **P&K Focus Suites**

6323 N. Avondale Ave.  
Chicago, IL 60631

**PHONE:** 1-800-747-5522

**EMAIL:** polls@pk-research.com

**WEB:** www.pk-research.com

**CONTACT:** Susan Pollick

**ADDITIONAL COMPANY LOCATIONS:**

P&K Research  
2435 N. Grand Ave.  
Santa Ana, CA 92705

P&K Research  
3033 W. Parker Rd.  
Plano, TX 75023

P&K Research  
1025 Westchester Ave.  
White Plains, NY 10604

Luxurious focus group facility located close to O'Hare Airport. Impeccable recruiting, in-house video streaming and unmatched service.



◆ **Peters Marketing Research, Inc.**

12400 Olive Blvd.  
Suite 225

St. Louis, MO 63141

**PHONE:** (314) 469-9022

**FAX:** (314)469-7436

**WEB:** www.petersmktg.com

**EMAIL:** Katie@petersmktg.com

**CONTACT:** Katie Peters Miller

Providing excellence in research services for over 50 years, we know St. Louis. We are a full service Qualitative & Quantitative service provider. Located 15 minutes from the airport, our three newly remodeled focus group suites consist of spacious viewing rooms, lounges and state-of-the-art technologies; T-1 wireless, video-conferencing & streaming, usability & eye-tracking labs, DVD, complimentary digital audio. 17 consecutive years "Top Rated," 2011 Impulse Guide. Experienced project managers work with our in-house recruiting department to ensure top-notch respondents. Our St. Louis database consists of over 130,000 consumers and 4,000 physicians and medical specialists. We recruit nationwide consumer,

**R**



◆ **R5 Research**

1032 West Fulton Market  
Suite 200

Chicago, IL 60607

**PHONE:** (312) 327-1709

**FAX:** (312) 275-7858

**EMAIL:** staciec@r5chicago.com

**WEB:** www.r5chicago.com

**CONTACT:** Stacie Carrizzi, Operations Manager

Developed by designers, R5 Research offers a great alternative to the standard focus group setting. Located in Chicago's West Loop and just 5 minutes from downtown, R5's amenities include: a comfortable and inviting living room arrangement complete with flexible lighting and furniture; a playroom for creative ideation; conference room set up for a more conventional approach; in-house videographer with an artistic lens; and recruiting services for creative methodologies.



◆ **Research House Inc.**

1867 Yonge Street  
2nd Floor

Toronto, Ontario

Canada M3C1M6

**PHONE:** (416) 488-2328

**FAX:** (416) 488-2368

**EMAIL:** gini.smith@research-house.ca

**WEB:** www.research-house.ca

**CONTACT:** Gini Smith, V.P. Qualitative Services

5 spacious focus group rooms with Focus Vision. Client viewing rooms that hold up to 25 and focus group rooms that can hold 60 theatre style, 30 classroom, regular groups, IDI's, computer labs, web testing and taste tests.

In-house recruiting nationally, Business to business, medical, patient, ethnic, teens, children, seniors and all types of consumers. Multi-city management and screener development available. Qualitative, Quantitative, On-Line and Omni Telephone and On-Line.



Alan Newman Research  
MARKET RESEARCH CONSULTANTS

◆ **Richmond Focus Group Center  
(A Division of Alan Newman  
Research)**

1025 Boulders Parkway  
Suite 401

Richmond, VA 23225

**PHONE:** (804) 272-6100

**FAX:** (804) 272-7145

**WEB:** www.ANR.com

**EMAIL:** tbrisbane@anr.com or  
field@anr.com

**CONTACT:** Terry Brisbane, Vice President,  
ext. 226

Professional, modern, facility. Completely reconstructed and remodeled in 2005. Housed in a suburban office building. Facility is 10 minutes from downtown and 20 minutes (about 15 miles) from the airport. Conference room is 27 x 18 and seats 12. Viewing room is about 27 x 15 and comfortably seats 15. Viewing room has elevated seating, writing surfaces, wireless Internet connection, and a client lounge. Expert recruiting conducted in-house from central telephone facility. Professional moderators available.

Visit our web site at [www.anr.com](http://www.anr.com).

**S**



◆ **Sabena Qualitative  
Research Services**

119 Field Point Drive  
Fairfield, CT 06824

**PHONE:** (203) 454-1225

**EMAIL:** psabena@qual.com

nsabena@qual.com

**WEB:** www.qual.com

**CONTACT:** Patricia Sabena, Partner  
Nicole Sabena Feagin, Partner

Sabena Qualitative Research Services is an experienced and well-known marketing research consultancy conducting US and global qualitative research since 1965. Custom qualitative research to deliver insight mining, strategic guidance, innovative solutions, and concept, ad, brand, product, packaging, brochure and corporate development.

Pioneered numerous projective techniques. More than 11,000 focus groups and 8,000 IDIs face-to-face, phone and online. Highly experienced in pharmaceutical/medical, dental, health and beauty, finance, publishing, as well as many other categories. QRCA president 1995-1998. Nicole and Pat voted best ESOMAR 2006 paper (second place) for "Getting Doctors to Spill Their Guts."



**Schlesinger Associates**  
A Marketing Research Corporation

◆ **Schlesinger Associates**

Executive Plaza  
10 Parsonage Road  
Suite 400

Edison, NJ 08837

**PHONE:** (732) 906-1122

**FAX:** (732) 548-5081

**WEB:** www.SchlesingerAssociates.com

**EMAIL:** AJ@

SchlesingerAssociates.com

**CONTACT:** AJ Shaw

**ADDITIONAL LOCATIONS:**

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**PHONE:** (770) 396-8700

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**EMAIL:** Stephenie@

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**CONTACT:** Stephenie Gordon

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2355 E. Camelback Center Road  
Phoenix, AZ 80516

**PHONE:** (866) 549-3500

**FAX:** (732) 906-8792

**EMAIL:** Debby@

SchlesingerAssociates.com

**CONTACT:** Debby Schlesinger-Hellman

Schlesinger Associates Orlando  
2290 Lucien Way  
Maitland Green 2

Suite 180

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**PHONE:** (407) 660-1808

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10880 Wilshire Blvd

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Los Angeles, CA 90024

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**EMAIL:** debby@

schlesingerassociates.com

**CONTACT:** Debby Schlesinger Hellman

Schlesinger Associates New York  
500 Fifth Avenue

Suite 1030

New York, NY 10110

**PHONE:** (212) 730-6400

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SchlesingerAssociates.com

**CONTACT:** AJ Shaw

Schlesinger Associates Boston  
31 Saint James Avenue

Suite 930

Boston, MA 02116

**PHONE:** (617) 542-5500

The Directory continues on the following page

## LISTINGS FOR THE DIRECTORY OF

# FOCUS GROUP FACILITIES & MODERATORS

**NOTE:** All of these listings are paid advertisements.

### KEY TO SYMBOLS WITH LISTINGS:

- ◆ = FOCUS GROUP FACILITY
- ⊙ = FOCUS GROUP MODERATOR
- ◆⊙ = BOTH FOCUS GROUP FACILITY AND MODERATOR

**FAX:** (617) 542-5590

**EMAIL:** Terri@

SchlesingerAssociates.com

**CONTACT:** Terri-Lyn Hawley

Schlesinger Associates Chicago  
625 N. Michigan Ave.

Suite 1500

Chicago, IL 60611

**PHONE:** (312) 587-8100

**FAX:** (312) 587-8400

**EMAIL:** Tiffany@

SchlesingerAssociates.com

**CONTACT:** Tiffany Peterson

Schlesinger Associates Bala Cynwyd

50 Monument Road

Suite 200

Bala Cynwyd, PA 19004

**PHONE:** (610) 538-1900

**FAX:** (610) 538-1901

**EMAIL:** Lindita@

SchlesingerAssociates.com

**CONTACT:** Lindita Mezani

Schlesinger Associates San Francisco

150 California Street

Suite 800

San Francisco, CA 94105

**PHONE:** (415) 781-2600

**FAX:** (415) 781-2601

**EMAIL:** Jeffrey@

SchlesingerAssociates.com

**CONTACT:** Jeffrey Taylor

Schlesinger Associates Dallas

JP Morgan International Plaza III

14241 Dallas Parkway

Suite 500

Dallas, TX 75254

**PHONE:** (972) 503-3100

**FAX:** (972) 503-3102

**EMAIL:** Nancy@

SchlesingerAssociates.com

**CONTACT:** Nancy Ashmore

Schlesinger Associates Houston

1455 West Loop South

Suite 500

Houston, TX 77027

**PHONE:** (713) 353-0388

**FAX:** (713) 353-0389

**EMAIL:** Nancy@

SchlesingerAssociates.com

**CONTACT:** Nancy Ashmore

Schlesinger Associates Philadelphia

1650 Arch Street

27th Floor

Philadelphia, PA 19103

**PHONE:** (215) 564-7300

**FAX:** (215) 564-5161

**EMAIL:** Lindita@

SchlesingerAssociates.com

**CONTACT:** Lindita Mezani

Schlesinger Associates

Chicago O'Hare

955 Higgins Rd.

Suite 1150

Rosemont, IL 60018

**PHONE:** (847) 720-2660

**FAX:** (247) 720-2661

**EMAIL:** Tiffany@

SchlesingerAssociates.com

**CONTACT:** Tiffany Peterson

The Research House, Wimbledon

Ridgeway Mews, 18-20 Ridgeway

Wimbledon Village Wimbledon

London, SW19 4QN

United Kingdom

**PHONE:** +44 (0) 208-971-1250

**FAX:** +44 (0) 208-947-7079

**EMAIL:** info@

research-house.co.uk

**CONTACT:** James Phillips

The Research House,

Central London

A Schlesinger Associates Company

124 Wigmore Street

London, W1U 3RY, United Kingdom

**PHONE:** +44 (0) 207-935-4979

**FAX:** +44 (0) 207-224-2494

**EMAIL:** info@

research-house.co.uk

**CONTACT:** James Phillips

Schlesinger Associates is a full service, data

collection company providing outstanding

recruitment services for any research

methodology. Specializing in healthcare,

consumer and B2B research services, our

extensive and stringently verified database

guarantees quality participants to suit any

qualitative or online study. We offer high-

specification focus group facilities in twelve

major US markets. Additionally, The Research

House, London provides UK recruitment &

facilities and our newly acquired Paris

companies; ConuMed Research & Passerelles

Viewing, provide complete data collection

services in France.

**Global Management Solutions:** offers multi-market and worldwide project management.

**Schlesinger Online Solutions provides:**

Online surveys, including programming

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**New for 2011: Video Enabled Online**

**Focus Groups.**



◆ **Schwartz Research Services, Inc.**

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Tampa, FL 33607

**PHONE:** (813) 207-0332

**FAX:** (813) 207-0717

**WEB:** www.schwartzresearch.com

**CONTACTS:** Randy Carson, Facility Director

randy@schwartzresearch.com

Bonnie Schwartz, President

bonnie@schwartzresearch.com

Tampa's Premier Focus Group Facility. Free

standing building, convenient parking, located

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Consistently highly-rated. Specializing in

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medical. Multi-market capabilities through

Focus Coast to Coast.

3 private spacious focus suites each with its

own client lounge, providing the most up to

date recording and recruiting technology. Ask

about our SchwartzStream® proprietary

Internet video streaming. In house recruiting,

extensive respondent data base, bilingual

recruiting Hispanic/English, and moderators

on staff. Call us for a quote.



◆ **SIRS (Service Industry**

**Research Systems, Inc.)**

**Focus Group & Field Facility**

201 Martha Layne Collins Blvd.

Highland Heights, KY 41076

**PHONE:** (513) 922-8662

**PHONE:** (859) 547-1409

**FAX:** (859) 331-9719

**EMAIL:** lkolde@sirsinc.com

**WEB:** www.sirsinc.com

**CONTACT:** Lori Kolde, Vice President,  
Qualitative Services

As a full-service market research company —

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Survey's top ranking consecutively for the past

11 years. SIRS provides a unique combination

of research design, analysis, and real world

experience to build knowledge systems that

provide solutions. SIRS offers state-of-the-art

focus group suites, updated complimentary

digital audio/visual equipment, Active Group

video streaming, Focus Vision, transcripts and

central location telephone facilities. Our Focus

group facility is conveniently located just 8

minutes from downtown Cincinnati, OH. We

offer a variety of services which include Focus

Groups with Full Service Set Up at Multiple

Locations, Ongoing Panels, Rural Interviewing,

moderating, project management, screener

design, intercepts and Mail Outs with

Incentives with a 70% return. We believe that

our capabilities allow our clients to gain and

maintain new and loyal customers.



◆ ⊙ **SIS Market Research &**

**Fieldwork Services**

**(part of SIS International Research)**

11 East 22nd Street

New York, NY 10010

**PHONE:** (212) 505-6805

**FAX:** (212) 505-0284

**EMAIL:** research@

sisinternational.com

**WEB:** www.sisinternational.com

SIS Market Research & Fieldwork Services

(part of SIS International Research) offers

full-service focus group qualitative services

across the US and globally. We specialize

in Consumer, Medical, B2B, multicultural

and low-incidence fieldwork. We also

provide field operations across the

United States for seamless multi-city

fieldwork execution.

The SIS recruitment platform and panels

provide access to over 100,000 stakeholders

across the United States. Our "state-of-the-art"

facility in New York City [Manhattan's

Flatiron District] offers cost competitiveness

and value.

We also offer our own in-house

recruiters, moderators, senior qualitative

researchers, report writers, translators

and analysts. We offer value with best-

practices processes, several methods of

web streaming, integrated methods,

online focus groups, operational excellence,

flexible pricing, full kitchens, plasma

televisions, computer lab resources and

other amenities.



◆ ⊙ **Synergy Marketing Strategy & Research, Inc.**

3634 West Market Street

Suite 104

Fairlawn, OH, 44333

**PHONE:** (216) 431-0008

**FAX:** (216) 333-1180

**EMAIL:** info@

synergycem.com

**WEB:** www.synergycem.com

**CONTACT:** Dr. Rachel Talton, Founder  
& CEO

Crystal Ogden, Executive Assistant  
& Project Manager

Synergy is an award-winning strategic

marketing and consulting agency with

four practice areas, including **Applied**

**Strategic Marketing; Marketing**

**Research; Management Consulting;**

**and Thought Leadership,** which

provides workshops, keynotes and

research from experts across a variety

of industry sectors. Our full-service

marketing research practice area offers

our clients tailored solutions including

survey instrument design, web-based

survey collection, quantitative analysis,

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and secondary research. Our beautiful

3,600 square foot, state-of-the-art focus

group facility is ideal for focus groups,

LISTINGS FOR THE DIRECTORY OF  
**FOCUS GROUP FACILITIES & MODERATORS**

mock jury trials and meetings. Synergy is conveniently located 25 minutes from both Cleveland and Akron airports. We look forward to serving you.



◆ **V & L Research and Consulting, Inc**

8075 Mall Parkway  
 Suite 101-102  
 Atlanta, GA 30038  
**PHONE:** (770) 908-0003  
**FAX:** (770) 908-0004  
**EMAIL:** vlresearch@mindspring.com  
**WEB:** www.vlresearch.com  
**CONTACT:** Dydra H. Virgil, Principal  
 Delphyne L. Lomax, Principal  
**V & L Research and Consulting, Inc.,**  
 a full-service Market Research firm has over 20 years experience in research among

specialty markets (African-American, Hispanic/Latino, Asian, Elderly, Rural, Teenagers/Youth, Seniors. Low-to Moderate Income, Wealth/Affluent). Our firm offers ethnic moderators and bilingual interviewers/recruiters. Products include but are not limited to focus groups, IDIs, telephone and web surveys, ethnographies, mall/intercept interviewing, and facility rental. We offer: methodological design, moderation, recruiting, questionnaire development, telephone interviewing, data processing, analysis and reporting. Including: Executive/medical interviewing; Attitude/Awareness/ Usage Studies; Image Studies; Satisfaction Studies; Evaluations; Community Assessments; Advertising development/testing; Intercept Studies; Product Placements and Tracking Studies.

V & L is Minority Certified. Call Dydra Virgil, (770) 908-0003 or Delphyne Lomax (404) 218-8413.

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**Services (New Clients Only)** (Subject to Project Minimum).

*V & L Research and Consulting, Inc. — "Information For Smart Decisions."*

**W**

**WAC**

◆ **WAC of Ft. Lauderdale**

1415 W. Cypress Creek Rd.  
 Ft. Lauderdale, FL 33309  
**PHONE:** (954) 772-5101  
**FAX:** (954) 772-2774  
**EMAIL:** wacflorida@aol.com  
**WEB:** wacresearch.com  
**CONTACT:** Gary Altschul, Partner  
 Phil Kiernan, Field Director  
 WAC of Miami  
 8300 N.W. 53rd St.  
 Miami, FL 33309

**PHONE:** (786) 364-2272  
**CONTACT:** Troy Stoloff, Field Director  
**EMAIL:** wacmiami@wacresearch.com

WAC of Ft. Lauderdale and Miami are both top-rated facilities. Miami opened in 2008 and Ft. Lauderdale was completely remodeled the same year. Each facility has 4 oversized focused group suites with state-of-the-art electronics large viewing rooms and client lounges. The strategic locations of our two facilities allow us to recruit from all of South Florida which includes Palm Beach, Broward and Miami/Dade counties. These three counties account for one third of Florida's total population. We specialize in medical, juries, financial and consumer groups and have bilingual recruiting. Ask about WAC OPTION which offers the ability to either do research FACE To FACE or ON-LINE for virtual groups and data collection.

Visit our website: wacresearch.com and take a video tour of our two top rated facilities.

**2011 Marketing News Editorial Calendar**

Every issue of *Marketing News* is designed to expand the marketer's expertise on the subject and deliver targeted advertising opportunities.

Issue Cover Dates* & Ad Order Deadlines**	Exclusive Editorial Features, Special Reports and KnowledgeBase Sections	Specialized Directories
<b>July 30</b> Ad deadline: 6/9	<b>KnowledgeBase:</b> In-store Marketing: Point of purchase displays, packaging loyalty programs, eye-tracking, etc. – and – 2 <sup>nd</sup> <b>KnowledgeBase:</b> Careers and Executive Education: News to help readers' professional development	
<b>August 30</b> Ad deadline: 7/14	<b>Exclusive Feature:</b> The Honomichl 25 Report on the largest marketing research firms in the world	
<b>September 15</b> Ad deadline: 7/28 Service Roll deadline: 7/25	<b>KnowledgeBase:</b> Marketing Research (ties-in with AMA Research Conference)	Marketing Research Companies Service Roll
<b>Special Issue: September 30</b> Ad deadline: 8/11 Directory deadline: 8/8	<b>Globalization and Localization:</b> Exclusive insights on targeting global markets and multicultural audiences – and – <b>KnowledgeBase:</b> Multicultural Marketing	Multicultural Marketing Firms
<b>October 30</b> Ad deadline: 9/15 Directory deadline: 9/12	<b>KnowledgeBase:</b> Customer Satisfaction	Customer Satisfaction Firms
<b>Special Issue: November 15</b> Ad deadline: 9/29 Directory deadline: 9/26	<b>Promotional Marketing:</b> The latest in events, trade shows, incentives and more – and – <b>KnowledgeBase:</b> Database/CRM: Tools/tactics/strategies for personalized communications, customer loyalty, customer life cycles, etc.	Promotional Marketing Services
<b>November 30</b> Ad deadline: 10/13 Directory deadline: 10/10	<b>KnowledgeBase:</b> Online Research (including Online Panels)	Net Research Services
<b>December 30</b> Ad deadline: 11/8	<b>Special Report:</b> The Marketing Year in Review – and – <b>KnowledgeBase:</b> Marketing Measurement: ROI-related tools/tactics/strategies; metrics, dashboards; accountability, etc.	

\* *Marketing News* is mailed two weeks prior to the cover date.

\*\* Ad materials due no later than 5 days after order deadline.

**For more display advertising information, contact Richard Ballschmiede (312-542-9076; rballschmiede@ama.org) or Catherine Eck (312-542-9103; ceck@ama.org).**