

**Market Coverage:**

Advertising on the Asia Pacific Mystery Shopper Providers Association (MSPA) web site offers your company exposure to targeted market segments. **Just one piece of business can cover your advertising costs.** The structure of the site is such that targeting your specific markets is a straightforward process, based on where your rotating banner is placed:

- **MSPA Main Search Page:** The MSPA Main Search Page is used by companies seeking mystery shopping services.
- **Mystery Shoppers:** Individuals who perform mystery shopping (as well as other consumers who have an interest in becoming mystery shoppers).

**Website Banner Service:**

To ensure that all banner advertisers get maximum exposure, a list of all page advertisers (Ad List) will be shown in a highly visible spot on the ad page. When a user opens a page, only one rotating banner is displayed, but all banner advertisers are listed on the page, with links to their web sites. **So, your investment is even more valuable...site visitors see your name every time the page is opened, not just when your banner ad appear.** Also, advertisers may include a message up to 50 characters in length in their Ad List listing.

**We Deliver.**

With options available to direct your advertisement to companies seeking mystery shopping firms, individuals seeking shoppers or MSPA members who may wish to buy your product or service, we allow you to target precisely who you want to reach.

**MSPA Asia Pacific - Regional banners:**

The Regional web sites have 12 banners each, these are shown on all pages except of the home page when opening the Regional web pages:

(1 big banner 300 x 250 pixel.)

Every time a page is refreshed the next of the 12 shows up.

On opening a Regional page where the visitor can search for a MSPA member, one of the 12 Regional banners shows as a big and the other 11 show as small text banners. Every time the page is refreshed, the next of the 12 banner ads show up.

Region Ad	January - December	Full year (12 months discount)
Asia Pacific	US\$ 200 per month	15%

# MSPA<sup>®</sup> ASIA/PACIFIC

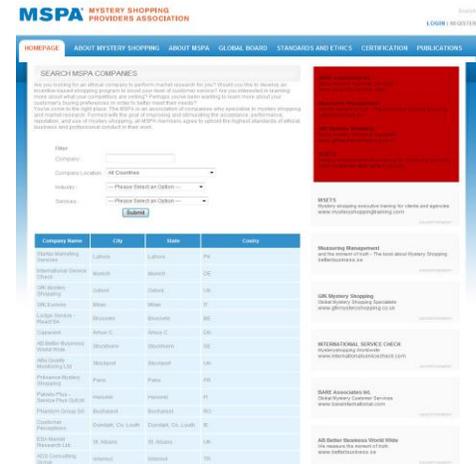
## 2016/2017 MSPA Asia Pacific Website Banner Information

### When searching for a MS Provider:

When searching for a Regional MSPA the same 12 companies that have bought Regional banners are rotating in the same way, showing 1 big and 11 small.

### Ad Specifications 300 (width) x250 (height)

Each page will have one banner ad. At the right side of the page MSPA will place the advertiser's banner ad approximately 300 pixels wide x 250 pixels high. The ad must be in JPEG or GIF format (cannot exceed 60k). Up to 12 different companies may purchase space on this rotating banner. Each time the page is accessed one of the (up to) 12 banner ads will appear.



### Special Notes Regarding Ad Page Placement:

Advertising on the MSPA web site is first-come, first-served; however, because there is a limit on the number of ads each month (ten ads per page per month), MSPA reserves the right to limit the number of months an advertiser may purchase, if demand exceeds the supply of available advertising slots. In the event that an advertisement is not placed during a contracted month, MSPA will refund that month's fees to the advertiser. Every advertisement on a page is placed in random rotation

**Contact:**           **MSPA Asia Pacific**  
 Anu Mehta  
 Email: [mspa-ap@mysteryshop.org](mailto:mspa-ap@mysteryshop.org)  
 Phone: +91 9811083321

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/Zip/Country:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Internet URL Address to Which Ad Should Hyperlink:** \_\_\_\_\_

**Message (up to 50 characters) to Include in Ad List** \_\_\_\_\_

**Name of Person Authorizing Banner Ad:** \_\_\_\_\_

The company ("Advertiser") indicated above hereby contracts with the Mystery Shopping Providers Association ("MSPA") Asia Pacific to place a banner advertisement on the page(s) of the MSPA web site at [www.mspa-ap.org](http://www.mspa-ap.org) and for the period(s) indicated below. Advertiser acknowledges that MSPA provides this advertising opportunity without warranty as to the number of times the Advertiser's banner advertisement is viewed, nor the number of times the Advertiser's banner ad will result in a "click through" to Advertiser's web site. MSPA will provide to Advertiser, at the end of each month during which Advertiser's advertisement runs on the MSPA web site, a report on the number of times the advertisement is viewed and the number of click through to the Advertiser's web site.

MSPA reserves the right to refuse to post advertisements, which, in its sole discretion, are inappropriate for the MSPA web site or which, in the opinion of MSPA, may be considered offensive to site visitors. MSPA warrants that its web site will operate at least 95% of the time; in the event that the web site is down more than 5% of the time in any month in which Advertiser's banner advertisement is running, MSPA will refund a pro rata portion of Advertiser's payment.

**Terms**

All rates are net. Payment in full for the length of your contract is required before placement of banner advertisements.  
No cancellations after placement. The advertisement costs will be invoiced per year for the months you reserved advertisement space. The monthly price does not include creation of your banner!

**Costs**

Price of Advertisement per month on the main MSPA AP website pages, (for at least 2 successive months): US\$ 200/pm  
Price of Advertisement per month on the main MSPA search pages, (for at least 2 successive months): US\$180/pm  
Price of Advertisement per month on the Shoppers search pages only, (for at least 2 successive months): US\$180/pm

- Creation of the ad is not included. The ad should be created by the (member) company itself and send to MSPA Asia Pacific
- NON members pay an additional 25% on all prices above.

**Mention the month(s) during which you wish to advertise.**

**Advertisement Period Required – in months**

**Advertisement Period Required - in months**

\_\_\_\_\_ to \_\_\_\_\_ 2016

\_\_\_\_\_ to \_\_\_\_\_ 2017

\_\_\_\_\_ to \_\_\_\_\_ 2016

\_\_\_\_\_ to \_\_\_\_\_ 2017

**On which page do you like to place your rotating banner?**

- MSPA AP website pages     MSPA Main Search Pages     Shoppers pages

**Payment** - An invoice will be send to you, which must be paid immediately after receipt

I herewith accept the above-mentioned terms and conditions: Signature: \_\_\_\_\_

**Submit to:**    **MSPA Asia Pacific**  
Email: [mspa-ap@mysteryshop.org](mailto:mspa-ap@mysteryshop.org)  
Phone: +91 9811083321