

Market Coverage

Advertising on the European/African Mystery Shopper Professionals Association (MSPA) website - www.mspa-ea.org, 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 Europe/Africa - Regional banners

The Regional websites have 12 banners each. Shown on all pages except of the home page when opening the Regional web pages:
1 big banner 300 x 250 pixl. Every time a page is refreshed, the next of the 12 shows up.

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



Region Ad	January - December	Full year (12 months discount)
Europe	€ 200 per month	15%



MSPA Europe/Africa Website Banner Information

When searching for a MS Provider

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



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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 Europe/Africa**
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MSPA Europe/Africa Website Banner Ad Contract

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 Professionals Association ("MSPA") Europe/Africa to place a banner advertisement on the page(s) of the MSPA web site at www.mspa-ea.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 EA website pages, (for at least 2 successive months): € 200
Price of Advertisement per month on the main MSPA search pages, (for at least 2 successive months): € 180
Price of Advertisement per month on the Shoppers search pages only, (for at least 2 successive months): € 180

- Creation of the ad is not included. The ad should be created by the (member) company itself and send to MSPA Europe/Africa.
- 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 _____ 2023	_____ to _____ 2024
_____ to _____ 2024	_____ to _____ 2024

On which page do you like to place your rotating banner:

MSPA EA website pages (excl search page) MSPA EA Main Search Page Shoppers pages

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

Total number of months x € 200 = € (MSPA EU website pages, excl. homepage & search for members page)
Total number of months x € 180 = € (Shopper search pages OR MSPA member Search page)

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

Submit to: **MSPA Europe/Africa**
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2508 EG The Hague W www.mspa-ea.org
The Netherlands T +31 70 358 7371