

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.



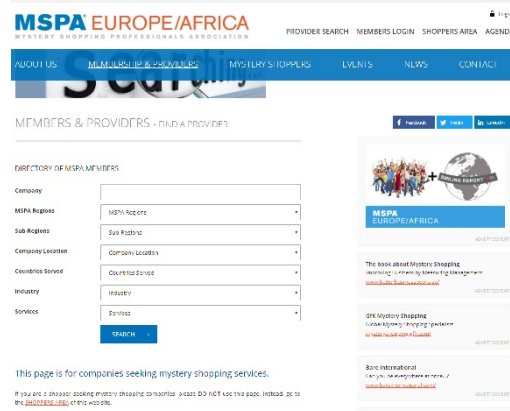
Region Ad	January - December	Full year (12 months discount)
Europe	€ 200 per month	15%



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.



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

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