

Brand Awareness and Use Study. Rate Card.



Brand Awareness and Use Research

Using an online survey research methodology, Readex does all of the work as it concerns survey set up, administration and creation of reports. All you need to do is tell us what product/service categories you want to include, the brands within each and supply email addresses. We do the rest.

What it Costs:

Costs are based on the number of brand listings included in your study, meaning the number of brands across all categories. To help make your study a success, we strongly recommend no more than 15 brands per category. There is no limit to the number of categories other than the number of available email addresses.

Contact Susan Griffith if you are interested in scheduling a study or need more information: sgriffith@readexresearch.com

# of Brand Listings	Rate
Up to 100	\$3,500
101-150	\$3,875
151-200	\$4,250
201-250	\$4,625
251-300	\$5,000
301-350	\$5,375
351-400	\$5,750
401-450	\$6,125
451-500	\$6,500