

# Custom Surveys 2020 Rate Card

*The IEEE Computer Society delivers custom research with guaranteed results to a highly qualified audience.*

Don't skip doing vital market research because you can't find the right audience or you can't afford to reach them. If you need technology professional responses, we've got them!

288,000 technology professionals visit computer.org, the Computer Society website.

- Broadest industry reach—software, telecommunications, government/military/defense, healthcare, manufacturing, and many more
- Nearly all have a college degree and 76% hold advance degrees
- 51% evaluate purchasing decisions\*

## Broad Industry Reach

- ✓ Computing
- ✓ Software
- ✓ Security



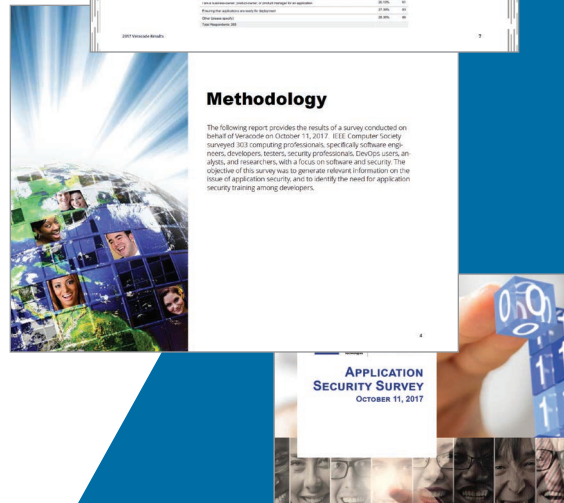
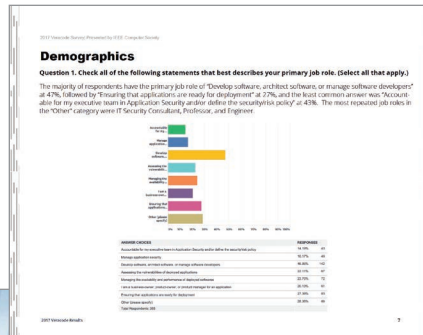
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## A Simple, Customized Process—Guaranteed Response

- IEEE Computer Society research experts work with you to develop a pertinent and focused survey questionnaire of up to 15 questions utilizing language designed to achieve optimum results.
- Based on your target audience, the Computer Society selects appropriate titles and demographics to give you the knowledge you need.
- Surveys are administered by email with support and promotion via the website and the IEEE Computer Society's popular social media sites, reaching hundreds of thousands of tech professionals.
- High-quality and comprehensive analytics are provided.
- Results are delivered in a presentation-quality analytic report.

## Pricing & Deliverables

- Rate: \$22,500 for a custom survey.
- Delivered in PowerPoint format.
- Infographic or eBook, add an additional \$5,000.



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