

The 2017 M|R Advertising And Marketing SourceBook: A New Resource from Harpeth Marketing

Contributed by Harpeth Marketing
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Harpeth Marketing has announced today the release of their 11th eBook, the M|R Advertising & Marketing SourceBook, a new, annual guidebook to help firms that want to advertise in the Market Research industry.

According to Steve Henke, Founder & President of Harpeth Marketing, "We all know that we need to do more than just word-of-mouth for our marketing. But with all the different options – print, online, sponsored content, conferences – it's hard to know where to begin. To help businesses make smart decisions, we created the M|R Advertising & Marketing SourceBook. We did the leg work and collected all of the pricing, placement and options that marketers need from some of the biggest and best marketing and promotional outlets in our industry. And it's all compiled in this easy-to-use reference guide."

The SourceBook contains industry options for:

- Print advertising
- eNewsletter advertising
- Website advertising
- Webinar marketing
- Conference exhibiting

The M|R Advertising & Marketing SourceBook can be downloaded for free when you visit the website (<http://www.harpethmarketing.com/advertising-marketing-sourcebook>).