



Logo Alert!

If you are ordering for the first time or changing your logo, please send your logo electronically to diane@aerweb.com.

ASQ[®], ASQ Plus[™], and ASQ Plus Express Contact Information

E-mail completed form (all pages) to diane@aerweb.com, or fax your completed order forms to:

Applied Educational Research, Inc. at (609) 924-2025. Questions? Call AER at (609) 924-0464.

Date of order placement: _____

Purchase order number (if applicable): _____

Purchase order information: The College Board, 11955 Democracy Dr., Reston, VA 20190

Please have web site ready by: _____ (Please allow one week for set up)

Please deliver paper questionnaires to me by: _____ (Please allow four weeks for delivery)

Order placed by:

Name: _____
Position: _____
Institution: _____
Street Address: _____
City/State/Zip: _____
Telephone: _____ Fax: _____
E-mail: _____

If different:

Ship to:

Name: _____
Position: _____
Institution: _____
Street Address: _____
City/State/Zip: _____
Telephone: _____ Fax: _____
E-mail: _____

Bill to:

Additional contact person:

Name: _____
Position: _____
E-mail: _____

Prices are effective January 1, 2017 to December 31, 2017; subject to change without notice. **If you have not received an acknowledgement of your order within one week, please call AER at 609-924-0464.**



ASQ PLUS™ 2017 ORDER FORM

(see following pages to order ASQ Plus Express or ASQ®)

The ASQ Plus enables you to gather head-to-head comparative data on your top competitors.

This section assumes you will be surveying students using the web version of the ASQ Plus **only**. If you would like to use paper surveys instead of or in addition to the web version, you may order them at the bottom of this page.

Participation fee	\$ 1600.00
Local questions (if applicable)	\$ _____
Paper questionnaires (if applicable), from below	\$ _____
Total	\$ _____

Customize your ASQ Plus survey:

- If you would like to add custom ("local") single-answer multiple-choice questions to the end of your survey, please add **\$655** to your order and include your questions on a separate page. (Note that special formatting may result in additional charges.)
- Do you wish to distinguish between enrolling and non-enrolling students or use the same form for all students? (Does not affect price)

Different forms (non-enrolling students are asked where they plan to attend college):

Same form (all students are asked where they plan to attend college):

- Choose **3** college characteristics, **5** college image descriptions, and **6** information sources from the "ASQ Plus Options List".

Characteristics: Please list three numbers _____

Images: Please list five numbers _____

Information Sources: Please list six numbers _____

- Competitors: We will request competitor information for your reports at the close of your study.

Order paper questionnaires here and add to total above; be sure to include enough for follow-up mailings:

Enrolling students _____ @ \$.93 \$ _____

All admitted or non-enrolling _____ @ \$.93 \$ _____

Note: Please allow four weeks for delivery of paper questionnaires from the time we receive your order.

For planning purposes: Processing fees are \$2.95 per usable response for paper or web questionnaires. Processing charges, plus optional items such as data files or subgroup reports, will be billed at the conclusion of your study.



ASQ® 2017 ORDER FORM

(see previous page to order the ASQ Plus™)

The ASQ asks how your admitted students compare your institution to the set of schools they considered seriously. There is no head-to-head comparative information.

This section assumes you will be surveying students using the web version of the ASQ **only**. If you would like to use paper surveys instead of or in addition to the web version, you may order them at the bottom of this page.

Participation fee	\$ 1215.00
Local questions (if applicable)	\$ _____
Paper questionnaires (if applicable), from below	\$ _____
Total	\$ _____

Customize your ASQ survey:

- If you would like to add custom (“local”) single-answer multiple-choice questions to the end of your survey, please add **\$655** to your order and include your questions on a separate page. (Note that special formatting may result in additional charges.)
- Do you wish to distinguish between enrolling and non-enrolling students or use the same form for all students? (Does not affect price)

Different forms (non-enrolling students are asked where they plan to attend college):

Same form (all students are asked where they plan to attend college):

Order paper questionnaires here and add to total above; be sure to include enough for follow-up mailings:

Enrolling students _____ @ \$.86 \$ _____

All admitted or non-enrolling _____ @ \$.86 \$ _____

Note: Please allow four weeks for delivery of paper questionnaires from the time we receive your order.

For planning purposes: Processing fees are \$2.50 per usable response for paper or web questionnaires. Processing charges, plus optional items such as data files or subgroup reports, will be billed at the conclusion of your study.