

Unlock Sales Leads & Insights into AI Revenue for Free

Why Participate? Publisher Benefits at a Glance

- **Find AI Revenue Opportunities:** See exactly which AI tools your advertisers are utilizing and receive a list of warm leads for your sales team.
- **Combat Misinformation:** Use SMBs' 72% accuracy anxiety to pitch your human-verified media assets.
- **Solve the AI Search Mystery:** Learn how consumers find businesses via AI to lead on AI Search Optimization (AISO).
- **First-Look Advantage:** Get the final results before anyone else to fuel your sales strategy.
- **Exclusive Member Perk:** To thank you for your participation, every publisher organization that registers and secures advertiser responses is automatically entered into a drawing to win a \$1,000 cash prize.

Benefits for the Local Advertiser

Your advertisers aren't just filling out a questionnaire; they are gaining a voice in a major national study and receiving tangible business rewards:

- **The \$500 Respondent Incentive:** Every local advertiser who completes the survey via your link is automatically entered into a secure drawing to win a \$500 cash prize fully funded by Borrell.
- **Benchmark Clarity:** Participating businesses learn how their peers are approaching AI, helping them benchmark their tech spend against national and regional standards.
- **A Platform to Voice Needs:** Advertisers highlight their primary technological struggles, directly influencing the types of support, products, and verification services local media companies develop next.



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