

# Advertising Database

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## ADDATA ANNUAL RATES\*

Rates Effective 8/1/09

<u># W-2 STAFF USERS</u> <i>(only employees, not reps, may use)</i>	<u>EXPRESS® SERVICE</u> <i>(NEW Web-Based)</i>	<u>PRIMER® SERVICE</u> <i>(Original Web-Based)</i>	<u>EXPRESS® LOGIN REPORTS</u>
300+	Priced by Arrangement	Priced by Arrangement	Weekly - \$2,000
200-299	\$25,495	\$22,495	Monthly - \$1,000
100-199	\$18,495	\$15,495	Quarterly - \$500
50-99	\$12,495	\$10,495	Semi-Annually - \$300
25-49	\$8,495	\$7,495	1x - \$200
10-24	\$6,495	\$5,495	
6-9	\$4,995	\$4,495	
3-5	\$3,995	\$3,495	
1-2	\$3,495	\$2,995	

### PROJECT WORK

*(Priced By Project)*

Proprietary software-based contact generation for clients and associations. Results are provided in Excel formats.

<u>FEATURES</u> <i>Services/Functions</i>	<u>EXPRESS®</u> <i>(NEW Web-Based)</i>	<u>PRIMER®</u> <i>(Original Web Based)</i>	<u>NOTES AND COMMENTS</u>
Brands Updated Monthly	TWICE MONTHLY	MONTHLY	1,000+ augmented; 830+ updated
Printer Friendly Version	YES	NO	Primer® prints 5 pages per brand
Add User Notes	YES	YES	Your notes append each brand
Export (# Brands/User/Month)**	LIMITED (750 Brands/Month)	NO	Main contact data, emails excluded
Page-Sized Data Screens	YES	NO	Primer® requires scrolling
Linked to Brand Websites	YES	YES	Hyperlinks
Linked to Contact Emails	YES	YES	Hyperlinks
Free Unlimited Staff Training	YES	NO	Custom or General Group
Sort Results	YES	NO	By brand, agency, class, currency, \$
Client-Controlled Access	YES	NO	Add, edit, delete, & notify users
Build Folders for Notes, Data	YES	NO	Store project data in folders
Chat with Co-Workers	YES	NO	See users in-session, chat: your option
<b>Searches</b>			
Names	YES	YES	Find all brands people work on
Titles	YES	YES	Express® groups titles by level
Ranges (dates/ages/HHI/zips)	YES	YES	Planning dates, zip ranges, \$, etc.
Media Planning Criteria	YES	YES	Geo/demo, product usage targets
Complex ("or" operator) Searches	LIMITED	NO	Example: brands advertising in NY or CA
Preview, Save Search Criteria	YES	NO	Fine-tune, store search criteria
User Notes	YES	NO	Find saved notes on any screen
Brand/Corp Media Spending	YES	NO	LNA code, agency, company, zip
Brand/Agency News	YES	NO	Staff and spending shifts, by date

\*Pricing based on W-2 users per business unit; rep firm employees must subscribe separately. Combined-service pricing: add 25% to higher earned rate. Volume discounts range from 5% (3+ entities) to 20% (12+). Corporate discounts may apply. Terms: 30 days net; please add \$500 if paying 30+ days late.

\*\* Exports include main brand/agency screen contact data, excepting emails. With 100,000+ brand/agency emails and 20,000+ users, AdData must protect brand/agency executives from blasts. Email addresses can be copied and pasted. AdData may modify its Software and Website(s) anytime without liability to Company. Such modification will not constitute grounds for termination. Without limitation, AdData may add or delete information or functionality based on the execution or termination of agreements with third parties.

Use of Advertising Database Software and Website(s) is subject to Standard Terms and Conditions as provided with Software and WebsiteRegistration. Renew Until Forbid applies; we'll reinvoice at our then-current lowest qualified rate at the end of the renewal cycle.