

AdData Express Service®

<u>Number of Users</u> <i>(only W-2 not reps, may use)</i>	<u>Annual subscription cost</u>
1-2	\$3,495
3-5	\$3,995
6-9	\$4,995
10-24	\$6,495
25-49	\$8,495
50-99	\$12,495
100-199	\$18,495
200-299	\$25,495
300+	<i>Priced by arrangement</i>

Additional services

EXPRESS® LOGIN REPORTS

Weekly - \$2,000
Monthly - \$1,000
Quarterly - \$500
Semi-Annually - \$300
1x - \$200

PROJECT WORK

(Priced By Project)

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

Services/Functions

Brands Updated Monthly	TWICE MONTHLY	1,000+ augmented; 830+ updated
Printer Friendly Version	YES	
Add User Notes	YES	Your notes append each brand
Export (# Brands/User/Month)	Yes. Limits apply	Main contact data, emails excluded
Page-Sized Data Screens	YES	
Linked to Brand Websites	YES	Hyperlinks
Linked to Contact Emails	YES	Hyperlinks
Free Unlimited Staff Training	YES	Custom or General Group
Sort Results	YES	By brand, agency, class, currency, media spend
Client-Controlled Access	YES	Add, edit, delete, & notify users
Build Folders for Notes, Data	YES	Store project data in folders
Chat with Co-Workers	YES	See users in-session, chat: your option

Searches

Names (personnel)	YES	Agency and Client; find all brands people work on
Titles	YES	Express® also groups titles by level
Ranges (dates/ages/HHI/zips)	YES	Planning dates, zip ranges, \$, etc.
Media Planning Criteria	YES	Geo/demo, product usage targets
Complex ("or" operator) Searches	Yes. Limits apply	Example: brands advertising in NY or CA
Preview, Save Search Criteria	YES	Fine-tune, store search criteria
User Notes	YES	User can enter, then search own notes on any screen
Brand/Corp Media Spending	YES	Filter by LNA code, agency, company, zip, etc.
Brand/Agency News	YES	Staff and spending shifts, by date

*AdData service, pricing, and training are entity-based, where an entity is defined as any branded product or service marketed at the most granular level by one or more W-2 employees. (E.g., the subscriber is neither "Hearst" nor "Hearst Magazines", but Good Housekeeping, owned by Hearst Magazines, a Hearst Corp. division.) Service is priced by the number of W-2 users per entity; non-W-2 staff may not use without written permission from AdData. 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. Renew until Forbid applies; we'll reinvoice at the lowest-qualified rate 30+ days before expiration. Rates may be subject to sales tax, based on state laws governing individual users' primary location.

Disclaimers: Exports include main brand/agency screen contact data, but emails must still be transferred separately. With 100,000+ executive emails and 15,000+ users, AdData must protect brands/agencies from email blasts. AdData may modify its websites anytime without liability to Company, and 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, which currently includes only Kantar Media™. Use of Advertising Database Websites is subject to Standard Terms and Conditions as provided at Website Registration.

www.advertisingdatabase.com

12 East 32nd Street, Floor 6 NYC NY 10016

Ph: 212.956.0505 Fax: 212.679.0993 Email: sales@addata.net