



2006 – 2007 Pricing Guide

Base Packages:

Decision Data Standard Annual Subscription

Product #701000

Decision Data Resources provides the fastest, most accurate way to conduct your site location analysis and market research.

With an annual subscription you will have unlimited access to:

- UNLIMITED MAPS & REPORTS anywhere in the USA
- Mapping and Report Customization tools
- Over 3,800 variables available for all geographies
- Geography options including block group, census tract, zip code, city, micropolitan areas, county, MSA, CBSA, State, Custom Radius and Custom Drive Time

Select from over 25 standard report templates or create your own custom reports to enhance your presentations and market analysis. You can designate Comparison Reports to compare geographies or Summary Reports for aggregating standard geographies. You specify any radius or drive time and you can download detailed reports and maps of your choice instantly to Excel, Word or PDF.

Unlimited access to GlobeExplorer Aerial Imagery now comes standard with a standard subscription.

Annual License

\$1,295.00

Decision Data Pro Plus Annual Subscription

Product #701101

Decision Data Pro Plus Subscription will greatly enhance the power of your site and market analysis giving users the same great data and features as the standard subscription along with the ability to perform the following advanced functions:

- User Points – Upload your entire store list, competition and customers for mapping. With this feature you will be able to quickly visualize your competition and customers on a map and get a demographic report of the areas surrounding your locations.
- Custom Polygons – Create your own trade areas or territories with this new mapping feature. Now you will be able to cut through geographies such as census tracts or zip codes.
- Custom Variables – Create variables that target your specific income ranges or create custom age groups. These custom variables will be available for use with your custom reports as well.
- Geography Filter – Ever need to find the top 10 zip codes that meet your demographic requirements? Now you can with the Geography Filter. Simply enter a formula like Household Income greater than \$100,000 for all zip codes in the Los Angeles MSA and it will search and instantly return your results to that only the zip codes that meet your criteria will be selected and your reports will be more focused.
- Traffic Volumes – GDT Traffic Counts data is included in the Pro Plus subscription package.
- Map Annotations – Put your own labels and information on the maps.
- GlobeExplorer – Unlimited Aerial Imagery is a standard feature of the Pro Plus subscription
- Grid Mapping – This option is only available with the Pro Plus subscription. Do you want to show another variable on the maps in addition to the one already shown? Now you can display a second variable on grids of 5, 2, or ½ miles, depending upon the scale.

Annual License

\$2,995.00

MetaCarta/Lebhar-Friedman Article Search

Product #732000

The geographic article search is Product of the Research Report Tools that you can add to your subscription. In Productnership with MetaCarta and Lebhar-Friedman, this optional addition to your subscription offers geographically relevant article searches of the Lebhar-Friedman articles and archives based on your geography selection. The search can be refined with Search Word(s), Phrases, Terms and/or Date Range and the Geography Selection tool in the application. The Article Search provides intelligence solutions that enable users to understand the activities of competitors based on geography. For example, by searching the retail publications of Lebhar-Friedman, a chain store business owner can learn if a competitor is opening a store in an area of interest or if development is planned in a Producticular region.

Annual License

\$595.00

REI Wise

Product #733000

Real Estate (RE) Financial Analysis from REI Wise is Product of the Research Report Tools that you can add to your annual subscription. Using your site address or intersection in the application, RE Financial Analysis provides an online software solution for real estate investors to produce professional financial analysis to aid in decision making and presentation.

Quickly analyze rates of return, present value and net present value, return on invested capital, operating and reimbursable expenses all within a matter of minutes. RE Financial Analysis fully supports investment analysis on all property types.

- Quickly and accurately analyze commercial real estate investments with projections up to 20 years.
- Determine and model investment realities and risks.
- Calculate and project investment values, returns and key financial indicators.
- Lease-by-Lease Analysis with projections, reports, and charts.
- Fully supports analysis of most property types including retail, strip center, multi-family, office, industrial and more.

Annual License

\$495.00

EMSI MediaPrints Data

Product #719005

Bring digital maps of more than 10,000 cable systems directly to your Browser using MediaPrints™, the nation's premier source of U.S. cable system boundaries and data. MediaPrints is a powerful suite of products unequaled for visualizing cable TV coverage. Developed by EMSI/The Janus Group in conjunction with Warren Communications News, and includes Digital Service Areas, High Speed Internet Access areas, with Cable Overbuilds and Wireless systems represented as separate mapping layers.

Use MediaPrints to:

Identify precise boundaries for any U.S. cable system, MSOs, digital service areas, high-speed Internet access areas, cable system overbuilds, and wireless cable systems for competitive analysis.

Create maps showing the actual service areas of any individual cable system or combination of cable systems, or produce maps to assist affiliate sales and ad sales activities.

Enhance marketing decision support processes or improve marketing databases and business applications by joining Block Group and ZIP Code files with customer or prospect data.

Perform comprehensive market analysis using standard mapping software by overlaying MediaPrints coverage boundaries with demographics, Consumer Expenditures, Retails Sales Potential, SIC codes, and business locations.

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\$495.00

Directory of Major Malls – Shopping Center Data

Product #718003

This listing report provides the following information for all malls within your geography: mall name, county, gross lease-able area, mall type, mall shape, presence of food court, number of stores, site acreage, number of parking spaces, nearest city with mileage and nearest mall with mileage.

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\$469.00

NAICS Business Data

Product #800001

The North American Industry Classification System (NAICS pronounced Nakes) is the industry classification system used by the statistical agencies of the United States. NAICS replaces the 1987 Standard Industrial Classification (SIC). NAICS is a unique, all-new system for classifying business establishments. It is the first economic classification system to be constructed based on a single economic concept. Economic units that use like processes to produce goods or services are grouped together. This "production-oriented" system means that statistical agencies in the United States will produce data that can be used for measuring productivity, unit labor costs, and the capital intensity of production; constructing input-output relationships; and estimating employment-output relationships and other such statistics that require that inputs and outputs be used together. NAICS is based on a consistent, economic concept. Establishments that use the same or similar processes to produce goods or services are grouped together. The SIC, developed in the 1930s and revised periodically over the past 50 years, was not based on a consistent economic concept. Some industries are demand based while others are production based.

Annual License

\$795.00

InfoUSA Business Data (4 Digit SIC Category)

Product #714550

This location data is ideal for competitive analysis, understanding market opportunities and evaluating market dynamics. The data is available in maps and reports and can be licensed for any combination of 4 digit Standard Industrial Classifications as well as for any combination of CBSA's, States or the entire USA. Sourced to InfoUSA, the leader in business information, this data is updated quarterly. While there are minimum order requirements, you can tailor this database to your exact requirements. Need to see all of the businesses by SIC code within a ZIP Code? Need to know the concentration of potential customers or competitors within a 5 minute drivetime? This world-class database will deliver the intelligence you need at a price you can afford.

Annual License MSA level

\$1,200.00/min

Annual License State

\$2,100.00/min

Annual License Nationwide

\$3,000.00/min

Aerials Express – Aerial Photography

Product #717002

Aerials Express is the leading provider of current nationwide digital aerial imagery. Aerials Express' exclusive collection of up-to-date, high-resolution color aerial imagery serves commercial, consumer and government markets. Aerials Express flies over 300,000 square miles of US metropolitan areas per year.

Annual License

\$995.00

GlobeXplorer Aerial Imagery

Product #725001

Both subscription options now come with unlimited access to GlobeXplorer Aerial Imagery. These high quality images are served up as a raster underlay that match your thematic map window. As a result, your locations, rings, polygons, street names, uploaded points and other map layers are displayed on top of the imagery, adding tremendous value to your analysis.

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Included

Restaurant Trends Data Options:

Restaurant Summary Data

Product #707010

The Restaurant Summary data provides the overall restaurant composition of any geographic or geometric study area including Counts, Revenues by Segment, Counts by Category, Top Brands by Count and Unit Volume and More. Data is presented in table, chart and text forms.

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\$795.00

Quick Service Restaurant Location Data (QSR)

Product #707020

Location Data for Quick Service Restaurant locations is presented in report listings and include distance and direction from subject properties. Mapping capabilities are also provided for location datasets and include Category and Brand names. This data is provided by Restaurant Trends, Inc., the leading research company in the United States & Canada dedicated to tracking the performance of the chain restaurant industry. This option includes the Restaurant Summary Data.

Annual License

\$1,495.00

Full Service Restaurant Location Data (FSR)

Product #707030

Location Data for Full Service Restaurant locations is presented in report listings and include distance and direction from subject properties. Mapping capabilities are also provided for location datasets and include Category and Brand names. This data is provided by Restaurant Trends, Inc., the leading research company in the United States & Canada dedicated to tracking the performance of the chain restaurant industry. This option includes the Restaurant Summary Data.

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\$1,495.00

All 3 Annual License

\$2,691.00

AGS Add-on Data Options to enhance your subscription:

Business Summary Data

Product #701009

BusinessCounts is a geographic summary database of business establishments, employment, and occupation. The core BusinessCounts data, which now utilizes the industry standard InfoUSA database as its primary source data, includes data to the major SIC group with detailed establishment types.

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\$795.00

Crime Index**Product #701011**

This report provides indexed crime data for your geography. It provides indexes for assault, burglary, larceny, motor vehicle theft, murder, personal crime, property crime, rape and robbery. It also provides an index for total crime in the area.

Annual License**\$895.00****Consumer Expenditure Detail****Product #701008**

This data includes 18 reports and close to 1,000 variables that collectively cover almost 95% of household spending. Based on extensive modeling of the BLS Consumer Expenditure Survey, CEX provides reliable estimates of market demand and average household expenditures. Provided by AGS, this data provides estimates for the current year and 5 year projections.

Annual License**\$795.00****Financial Summary****Product #701010**

This database provides an important look at the financial health of households - including information on the nature and value of both the assets and debts of households, and of the net worth of households. This database is based upon recent surveys of consumer finances undertaken by the Census Bureau, supplemented by statistical modeling in order to provide geographic estimates.

Annual License**\$495.00****Mosaic Marketing Segmentation Data (Household Level)****Product #701012**

MOSAIC is Experian's geodemographic segmentation system. AGS demographics are an integral Product of the MOSAIC system within the United States. The MOSAIC Cluster Distribution add-on will enable users to evaluate cluster groups within any geographic area.

Annual License**\$1,995.00****Retail Potential****Product #701013**

This new tabulation utilizes the 2002 Census of Retail Trade tables which cross-tabulates store type by merchandise line. The Consumer Expenditure data was aggregated to the merchandise line classification and then distributed to each of the major store types. The store type classification is based on the NAICS definitions.

Annual License**\$595.00****MRI – Mediamark Consumer Behavior/Product Potential Data** **Varies**

The latest Mediamark (MRI) Consumer Behavior survey, when profiled using the MOSAIC segmentation system, offers invaluable insight into consumer buying behaviors, product ownership, shopping activities and more. Variables are provided at the block group level of geography and above and include counts (of the specific behavior), percentages and indices. The MRI database contains 2,654 products organized into 24 categories. A time tested methodology has been used to apply MOSAIC clusters to the MRI Survey database and the results projected to all levels of geography. The MRI Consumer Behavior Survey, conducted continuously since 1979, surveys the demographics, product usage, and media exposure of all persons aged 18 and over in the contiguous 48 states.

Categories include:

Appliances	Financial	Media Read
Apparel	Grocery	Media Watch
Auto & Aftermarket	Personal Care	Pets
Baby	Health	Purchasing
Computers	Insurance	Sports
Electronics	Internet	Telephony
Family Restaurants	Leisure	Travel
Fast Food	Media Listen	Video

Annual License per category **\$1,395.00**

Annual License per additional category after the first **\$1,295.00**

Chain Store Data **Varies**

Each of these list reports provide the following information for all chain stores within your geography: name, address, selling square feet, annual sales per square foot, parent company name, and number of parent stores. Annual sales volume is included for Discount Stores, Chain Supermarkets, and Chain Drug Stores. Mapping capabilities are also provided for these datasets. This data is provided by Chain Store Guide (CSG), a provider of data on the retail and foodservice marketplaces. Each company listing is fully updated annually and the Chain Store Guide research staff revises the database as changes in the industry occur.

The following 11 datasets are available:

Chain Supermarket	Product #706010
Convenience Store	Product #706012
Discount Store/Supercenter/Membership Club	Product #706030
Category Killers	Product #706011
Chain Drug Store	Product #706020
Value-Priced Apparel Store	Product #706018
HBC/Cosmetic Store	Product #706015
General Merchandise Store	Product #706014
DeProductment Store	Product #706013
Home Center/Hardware Chain Store	Product #706016
Home Furnishings Store	Product #706017

Annual License each set **\$639.00**

Annual License for 2 sets **\$1,149.00**

Annual License for 3 sets **\$1,499.00**

Annual License each for sets 4-11 **\$495.00**