

2010–11 MacroMonitor Subscription Form

We agree to become a sponsor of the **2010–11 MacroMonitor**, a service of Consumer Financial Decisions (CFD) of Strategic Business Insights (SBI). We understand that the price below is for a two-year subscription, half billable immediately and half billable in January of the next year. The products and services in this program are for the sole and confidential use of program sponsors and may not be disclosed to others without CFD's prior approval. Subscription provides a license for one corporate site. Deliverables are on the reverse of this page.

2010–11 MacroMonitor (3,800 respondents)

Including Affluent Oversample \$55,000/year (\$110,000 total) _____

- Additional site license(s) # _____ \$10,000 @ _____
- Data CD with ready-to-run SPSS, SAS, and Quanvert \$3,000 _____
- Additional custom crosstabulation or CGA* (2 included) \$3,000 _____
- Online access to data and crosstab/statistical package (WARP) \$2,500/yr _____
- Additional day of consulting/analytical support (2 days included) \$2,000 @ _____
- Additional week (40 hours) # _____ weeks \$8,000 @ _____
- Custom weighting, presentations, half-day work sessions, reports, or segmentation workshop (expenses extra) \$5,000+ each _____

Total fee (custom invoicing available upon request) US\$ _____

* Custom Graphic Analysis (CGA)—a series of more than 500 PowerPoint charts showing results for up to six client-selected population segments.

Signature _____ Date _____

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ E-mail _____

Please fax completed form to SBI: +1 650 859 4544

THE 2010–11 MACROMONITOR DELIVERABLES

- Top-Line volume
- Custom crosstabulations and/or
- Custom slide presentation (CGA)
- Marketing report series
- 2 days' consulting/analytical support
- Responsive customer service
- Products and Services analyses on request
- Presentations: one standard executive, one customized (1 hour each)
- ASCII dataset
- Web access

OPTIONAL DELIVERABLES

- Custom marketing report
- Half-day work session
- Additional custom tabulation
- Custom presentations and work sessions
- Site license
- Prepaid customer service
- Additional custom PowerPoint slides
- SPSS, SAS, and Quantv dataset
- Segmentation workshop
- Data appends from independent sources

Consumer Financial Decisions at SBI collaborates with other consultants, advertising agencies, research companies, and credit bureaus in support of **MacroMonitor** subscribers and other financial institutions on a wide variety of projects. Call us to discuss how we can help you.

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