



Product Class	Product	Rate Card 2012	Notes
MCA® Metrics	Full Calibration Report	\$40,000	1
	Full Tracker Report	\$17,000	1
The MCA® Marketing Information System (MCA/MkIS)	Start-Up System	\$100,000	2
	MCA-MkIS for one category / market deployment for two waves within a period of 9 months. All rates exclude costs of fieldwork and OOP expenses.		
	Single Market	\$300,000	3
	One time fee for one category / market deployment		
	Fee for additional category for the same market: \$75,000		
	Unlimited MCA-metrics waves within a period of 24 months.		
	<u>Year 3 onwards:</u>		
	• \$25,000 / Annual System Support		
	• Pay per MCA usage		
	- \$10,000 / wave - if autonomously managed by the client		
	- \$15,000 / wave including Integration's project management support		
	Global	\$500,000	3
	One time fee for one category / global deployment		
	Fee for additional category: \$240,000		
	Unlimited MCA-metrics waves within 24 months in 4 same markets		
	<u>Year 3 onwards:</u>		
	• \$45,000 / Annual System Support		
• Pay per MCA usage			
- \$10,000 / wave - if autonomously managed by the client			
- \$15,000 / wave - including Integration's project management support			
The MCA® Metrics Management Global Corporate Licenses	Autonomous Management (AM) License p.a.	\$200,000	4
	Level 1: License Fees for Autonomous Volume Management (AVM): p.a.	\$500,000	4
	Level 2: License Fees for AVM: p.a.	\$750,000	4
	Level 3: License Fees for AVM: p.a.	\$1,100,000	4
	Autonomous Management (AM)-Fees per Report	30% Off Rate Card	4
	Level 1: Autonomous Volume Management (AVM)-Fees per Report	\$8,000	4
	Level 2: AVM-Fees per Report	\$5,000	4
	Level 3: AVM-Fees per Report	\$3,000	4
The MCA® Software Licenses	MCAPLatform: Single Installation (per year)	\$5,000	
	MCAPLatform: Corporate License (per year)	\$140,000	
The MCA® Enablers	Executive Time:		
	MCA Analysis & Presentation by Senior Executive	\$10,000	5
	BE Workshop / Coaching (per day)	\$10,000	5
	MCA-Process Workshop / Coaching (per day)	\$10,000	5
	Project Management Workshop / Coaching (per day)	\$6,000	5
	Supervision of MCA-Fieldwork Research (Optional)	15% of Total Fieldwork Cost	
	6-month access to MCA e-Learning Centre (per day)	\$500	
Miscellaneous	Supplementary MCA-Data-Processing:		
	Up to 5 Breakouts:	\$3,000	
	Each Additional Breakout	\$250	
	Cap Re-Processing Fee	\$10,000	
	Accuracy Confidence Interval (CI) Reports (for Single Wave Data Sets)	\$2,000	6
	Comparability CI Reports (for Multiple Wave Data Sets)	\$1,000	6

Notes

1	Full Reports include: • Report delivery via MCAutomated Single Report Generator • Project Management, from scoping through data-processing	3	MCA® Marketing Information • 1 Project Kick off session via webex • Maximum 8 Full Reports within 2 Years • Maximum 8 coaching days within 2 Years • Unlimited MCAP installations for 2 Years • Access to MCA-on-line learning centre • Confidence Intervals R	5	Presentation, Workshop & Coaching days include: • Personal delivery on-site or via webex • Access to the MCA e-learning centre • Excludes travel & accommodations and o.o.p. expenses
	2		MCA® Marketing Information System Starter-Up Includes: • 2 Full Reports (1x Calibration / 1x Tracker • 2 x days analysis, presentation and coaching • 1 MCAPLatform installation for 1 year • Access to MCA on-line learning centre		4

CONFIDENTIAL

ALL FEES LISTED ARE CORRECT AT THE TIME OF PRINTING. INTEGRATION (MARKETING & COMMUNICATIONS) LIMITED RESERVES THE RIGHT TO AMEND THE TERMS AND FEES LISTED HERE