

## Price Information

### Media Monitoring

EUR

#### Basic

Basic monthly fee – minimum of 2 months	50.00
Basic monthly fee per country for international monitoring	+ 25.00
per keyword (monthly) <sup>1</sup>	28.00
per search profile (monthly) <sup>1, 2</sup>	40.00
AUSSCHNITT Web Portal Archive	free of charge
AUSSCHNITT Web Portal Manager (monthly)	from 50.00
AUSSCHNITT Web Portal Individual	on request
Flat rate for delivery in Germany, incl. postage (Deutsche Post)	3.50
Individual media list <sup>3</sup> , one-time payment only	25.00

#### Print (per article)

Newspapers (national) <sup>4</sup>	0.95
Magazines/journals, free advertising newspapers (national) <sup>4</sup>	1.40
Each additional mention <sup>5</sup>	+ 0.50
Newspapers main editions <sup>4</sup>	1.30
Newspapers Top 30, Top 120 or by German state <sup>4</sup>	1.40
Specialist and trade newspapers/journal <sup>4</sup>	1.40
Newspapers, magazines from a customised media list <sup>4</sup>	1.40
Newspapers and magazines (international) <sup>4, 7</sup>	from 3.50

#### Online and news agencies (per result)

Online media (in German: D/A/CH) <sup>6</sup>	1.40
Online media Top 60 or specified countries only <sup>6</sup>	1.70
Online media Top 20 or specified market sectors only or based on a customised media list <sup>6</sup>	1.90
Online media (international) <sup>6, 7</sup>	2.60
New agencies (national)	3.10
New agencies (international) <sup>7</sup>	7,50
Each additional mention <sup>5</sup>	+ 0,50

#### Social Media Evaluation (monthly)

Social Media Smart (monitoring and short report)	from 150,00
Social Media Komfort (monitoring, status report, content analysis, dashboard)	from 620,00
Social Media Premium (monitoring, status report, content analysis, network analysis, dashboard)	from 1.350,00

#### TV and Radio (per alert or recording)

TV alert (national)	5.50
TV alert Express (national), delivery until 12 a.m.	6.00
Each additional mention <sup>5</sup>	+ 2.50
TV retrospective	from 20.00
TV recordings (national):	
▪ Per report	45.00
▪ Additional recordings from the report, per report	15.00
▪ Flat rate <sup>8</sup> : One TV recording on DVD, plus postage/packaging, per report	35.00
▪ Per TV programme	65.00
Teletext (national)	3.10
Radio (national), per keyword and month	20,00
Radio (national), per hit	1.40
TV and radio (international) <sup>7</sup>	from 10,50

<sup>1</sup> maximum of five keywords/search profiles per order

<sup>2</sup> i.e. keywords with a maximum of three restrictions

<sup>3</sup> maximum of 100 media titles

<sup>4</sup> articles of two or more pages, trimmed to fit on one DIN A4 page, are charged twice

<sup>5</sup> mentions of other keywords in the article that are applicable to your order will be indicated on the media data sheet/ TV alert

<sup>6</sup> delivery in the form of a list of links sent by email

<sup>7</sup> choice of countries available on request

<sup>8</sup> applies to the complete set of TV recordings from one order if you select this option when you book

<sup>9</sup> applies to the delivery of articles from German print media to clients based in Germany. Prerequisite is a licensing contract with PMG Presse-Monitor GmbH. Additional licensing fees are payable directly to PMG

<sup>10</sup> Means that your given topic has been mentioned at least once within the report

Information correct as of: 1<sup>st</sup> December 2011

All prices excl. VAT and in accordance with the Terms and Conditions. Valid as of 15th July 2007. Errors and changes may occur. This price list replaces all previous information.



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## Price Information

### Media Monitoring (continuation)

EUR

#### Options for editing and layout

Including list of headlines (per result)	+ 0.50
Full clipping pasted to A4 paper, per A4 sheet	+ 0.60
email delivery of articles from licensed print media <sup>9</sup> , per page (pasting of clipping to A4 paper not included)	+ 0.40
Including client's logo (one-time payment only)	100.00
Media data sheet on client's paper (per page)	+ 0.50

#### Evaluations

List of search results by email available on request	incl.
Clipping Index, per order (monthly)	from 25.00
• Compilation of search results (per result)	020
Clipping Report, per order (monthly)	from 95.00
• Compilation of search results (per result)	0.20
Advertising Value Equivalent (only available for German media):	
• for the whole article, report or other contributions	
• Print, online, news agencies, teletext (per result)	+ 0.50
• TV (per alert)	+5.00
• Radio (per alert)	3.50
• Relevant shares of text and images: basic fee per calculation, incl. delivery as Excel file	70.00
• Print, online, news agencies, teletext (per mention <sup>10</sup> )	1.55
• TV (per mention <sup>10</sup> )	5.00
• Radio per mention <sup>10</sup> )	7.00
• Ongoing recording of links from online media, per month	75.00
• Weekly recording of alerts, per month	40.00

#### Backsearch in our database archives

Basic fee print and online media incl. one keyword, per order	150.00
Basic fee print and online media incl. one search profile <sup>2</sup> , per order	170.00
Basic fee news agencies incl. one keyword, per order	50.00
Basic fee news agencies incl. one search profile <sup>2</sup> , per order	60.00
Basic fee radio incl. one keyword, per order	35.00
Translation of keyword per language (international search)	+ 25.00
per report print and online media	4.90
per report news agencies	5.90
per search result radio	1.40

#### Date Preview

Basic fee, one time	180.00
Delivery daily, Mondays to Friday, per month	190.00
Delivery weekly, per month	120.00
Delivery monthly, per month	90.00

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