Ipsos Mendelsohn

Letter of Agreement

Between **IM** (Ipsos Mendelsohn) and the **CRMA Member Publication**

2011 CRMA Network Subscriber Study

Publication title: _____ agrees to participate in the 2011 Network Study.
Name of publication

Questionnaire size: _____
4, 6 or 8 pages

Mailout size:_____
750 or 1,000 mailing

Incentive:_____
$1.00, $2.00 or $5.00- 1st Mailing

We do ( ) or do **not** ( ) want to be included in the network report.

2011 Mendelsohn Reader Profile Report

We would like ( ) a Reader Profile Report at $2,250 (4 page survey), $2,500 (6 page survey), $2,750 (8 page survey).

Claritas PRIZM Segmentation Coding Enhancement

We would like ( ) to have a Claritas PRIZM Segmentation Coding Enhancement at $5,000 per survey

Billing Terms

The CRMA member publication agrees to the payment schedule which will be billed 33% upon authorization, 33% upon mailing and 34% prior to report delivery.

_____

Name Title Date

_____

Burr Brown Vice President Date

Return to: Burr Brown, Ipsos Mendelsohn, 1700 Broadway, 15th Floor, New York, NY 10019
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