

Fee schedule for phone sample

Sample is purchased either:

- Pre-purchase a volume of sample for a 12 month period, to take advantage of volume discounts. The pre-purchased sample can be drawn down on demand as needed (suits users with greater volume requirements who have an idea of their likely annual needs). A volume of sample does not need to be used at once – it can be used over many jobs over the following year.
- On demand on a casual basis for a specific job (suits small, casual users). Minimum purchase is 10,000 numbers, \$1100.00.
- Companies with an annual need for sample volumes beyond 500,000 should contact us to discuss their requirements.
- We encourage discussion of your needs – we can often help to reduce sample volumes by specific tailoring to your requirements. As the samples are dead accurate on boundaries, you will nearly always need fewer samples than from randomly generated numbers which have extremely poor geographical definition (often way off target) and result in wasted call centre and analysis time.
- Accounts are not issued – terms are payment by Credit Card (Mastercard, Visa), or EFT in advance of drawing sample.
- Preferential rates to members of AMSRO (Association of Market & Social Research Organisations).

Rates:

Account establishment fee \$500 (waived for AMSRO members)

Annual Sample Volume prepaid	AMSRO Rate – cents/number	Non-AMSRO Rate - cents/number
10,000	10	11
10,000 - 100,000	Rates reduce from 10 – 6c	11 - 6.6
100,000 - 500,000	Rates reduce from 6 – 3c	6.6 - 3.3
500,000 + By negotiation		
Examples:		
10,000	\$1,000 = 10c/number	\$1,100 = 11c/number
85,000	\$5,666.67 = 6.67c/number	\$6,233.34 = 7.33c/number
180,000	\$7,800 = 4.33c/number	\$8,580 = 4.76c/number
	+GST 10%	+GST 10%

The rates apply to '**Standard Sample**', which are numbers provided on the basis of Postcode or Suburb, containing fields for State, Suburb, Postcode, and Phone Number – self service download from our website will be available for this (a delimited csv file).

'**Custom Sample**' is sample chosen on finer grained boundaries, and is priced based on the complexity of the specification – rates are quoted on submission of the specification (the cost of the numbers is the same as standard sample – there is an extra fee reflecting the extra fields and required customisation). We are able to provide phone sample to ANY geographic criteria, down to any level, including combinations:

- All common ABS statistical boundaries (SLA, Census District, etc)
- Political (Federal, State, Local govt)

- Geocoded, to ANY user defined geography – eg draw your boundary using a GIS tool, send us the map file, we can provide sample within your custom boundary, or criteria such as 2 km radius from train stations, 1.5 km within north edge of main road xxx, etc.

If a need exists for a particular sample specification to be regularly repeated, we can set up a custom job task to be run at defined intervals, to help reduce costs and streamline your operations.

This service can include custom databases to ensure ‘no repeat’ numbers in samples, and a number retirement and recycle service (at whatever interval is needed eg 6, 12 or 18 months) to avoid number fatigue. We can include your own personal bad or do-not-call number lists.

Custom sample will be provided within 24 hrs of request, with the exception of complex GIS based samples. Urgent requests (“I need sample tonight!”) can often be accommodated.

Please contact us at:

(03) 9024 - 2413, or

email us admin@samplepages.com.au

to discuss how we can help you do better research.

