

*Put Your
Business
on the Map!*

Spatial Insights, Inc.

A Geographic Information Services Company

Custom Map Production - Standard Items

About the Base Map

Spatial Insights, Inc. offers high quality, full color custom maps produced by technicians with extensive professional mapping experience. You may choose between five standard sizes. Letter and tabloid sizes are printed on high quality coated paper, and larger sizes are printed on photo quality paper. Additional copies of maps are available, printed at the same time the originals are produced. Additional copies printed at a later date will include a \$50 setup charge.



Pricing for base maps cover a single MSA or county. A 25% fee will be added for maps with multi county, state and nationwide coverage.

Base Maps (per MSA or County)

8 1/2" x 11"	\$175
11" x 17"	\$200
18" x 24"	\$245
24" x 36"	\$270
36" x 48"	\$295

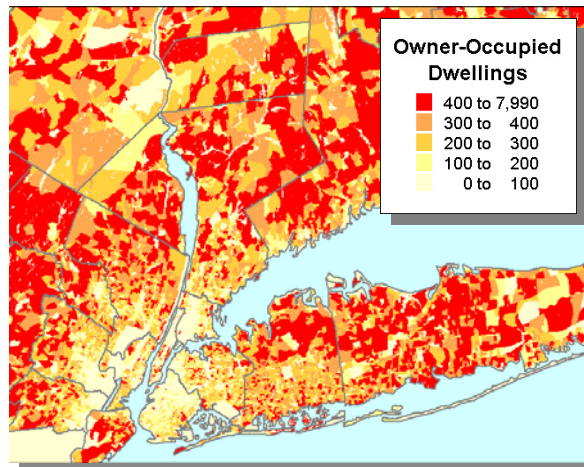
A 10% discount will be given for all maps delivered in digital format only.

Custom maps include the following standard features:

- ◆ Interstates
- ◆ US highways
- ◆ State highways
- ◆ Major roads
- ◆ Residential roads (if appropriate)
- ◆ Rivers, streams, and water bodies
- ◆ Landmark features
- ◆ Places/cities
- ◆ One geographic boundary of your choice (county, ZIP Code, census tract or block group)
- ◆ One demographic variable of your choice

Thematic Variables

Display of a single demographic variable is included in the price of a base map while additional variables must be purchased. Please request complete list of variables available. Most variables cover the following time periods: 1990 census data, current year updated data, five or ten year projected data; and conform to the following levels of geography: MSA, county, ZIP Code, census tract or block group.



Census data categories include population, age, income, ethnicity, housing, employment, and education. Daytime census, business, consumer expenditure, and consumer behavior data are also available.

Examples of daytime census variables include total businesses, total employees, number of gasoline stations (for example) or total retail sales. Examples of consumer expenditures include total women's apparel expenditures, grocery expenditures, and total vehicles available. Additional variables can be added to your base map at a price of \$50 per variable per MSA or county.

Titles and Legends

You may select the title, subtitle and legend descriptors for your map.

Map Area / Rings

Maps may cover any geographic area. Rings of any size can be displayed on your map.

Turnaround/ Shipping

Most mapping projects can be completed in one business week. For more urgent projects we can accommodate shorter deadlines for the rush fee of 50%. Hardcopy maps can be shipped overnight or via second day air; digital formats can normally be delivered via email or ftp.

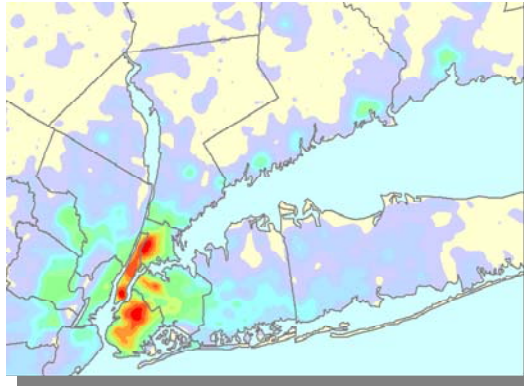
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Custom Map Production - Optional Items

Displaying Thematic Variables

There are several options to display demographic information on your map. You may select the display method, or allow Spatial Insights to select an appropriate method. One method is to shade (color) the geographic boundary according to value ranges. Other methods include using graduated size symbols, dot density, bar charts, or pie charts. For point files, TrendMapping or "hot spot" analysis can provide valuable insight.



Transparencies

Any map or data layer can be printed on a clear transparency, which can be layered over paper maps or other transparencies. The additional cost for printing on a transparency varies by map size:

8 1/2" x 11"	\$20
11" x 17"	\$35
18" x 24"	\$55
24" x 36"	\$65
36" x 48"	\$75

Drive Time Analysis

Drive time analysis can be used to visualize how long it takes to drive to or from a location. The analysis takes the time of day and type of road into account when computing the drive time. Analysis can be performed for a specific site, or for an entire metro area. The price to include drive time information on a custom map is \$50 per drive time band (e.g. 20 minutes).

As an example, mapping traffic counts on an 11x17 transparency would cost \$85: \$50 for the traffic count data layer, plus \$35 to have it printed on a transparency.

Traffic Counts

TrafficVolumes™ provide 24 hour average daily traffic counts for highways and major roads in metro areas. HighwayVolumes™ cover US interstates, US highways and state highways in rural areas. Traffic data is collected from local agencies and includes the most recent count, street name and nearest cross street. Traffic information may be included on your custom map for an additional \$50 per county or MSA.

Shopping Centers

Shopping center location data can be mapped, coded with the center's gross leasable area (GLA). You may select all shopping centers, centers within a specified range of GLA or designate individual centers. The price to include shopping centers on your map is \$50 per MSA.

Mapping Data You Provide

We can map data that you provide to us. The price is \$50 per data layer per map if data is provided in a standard database format.

If the data needs latitude and longitude coordinates, our **geocoding** services are \$0.025 per record in the file, plus a \$175 setup charge (which is waived if your database exceeds 7,000 records).

Plotting Services

We also offer large format plotting services for PDF or other graphics files. For opaque or transparent film the cost is \$10 per square foot while bond medium pricing is \$9 per square foot, not including shipping and handling. The turnaround time is normally 24 hours.

Draft Copies of Custom Maps

Draft copies of custom maps are strongly recommended. They are printed on high quality coated paper, and shipped for next day delivery. Draft copies are \$75 per map plus shipping. Substantial revisions to draft maps are subject to a 35% surcharge of the total map price. Changes to final maps (if no draft map was done) are priced as new maps.

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Business Location Data

Business location data can be provided for any size geographic area, selected by SIC code or company name. The businesses may also be selected by sales volume or employee size. The price per record is \$0.20 for name and address selected by industry, or SIC code. The price to select records by sales volume or employee size is \$0.45 per record. Additional selection criteria includes company growth projection, presence of technology (computers to telephony), and company pension plans. To select companies based on name searches costs an additional \$25 per name searched. There is a \$50 minimum order for business location data. All records include latitude and longitude.

Residential Roads

If your study area includes a residential area, you may want to see a finer layer of road detail than major roads. We can add residential roads to your map for an additional \$50 per MSA or county.

Manual Road Labeling

The major roads data layer will be labeled automatically. If you prefer, we can manually assign the location for road labels that overlap or are not placed in easy to read spaces. The price for this service is \$75 per MSA or county.

Software and Data Products

Spatial Insights offers a full line of desktop mapping software and data products. We are Value Added Resellers for most major providers of street files, boundary and demographic data, satellite imagery, shopping center and traffic count data.

We also offer a broad spectrum of GIS services, including site selection, demographic profiling, trade area analysis, sales prediction modeling, geocoding, and more!

Call Spatial Insights to
put your business on the map!

Crime Index Data

Crime data can be included on your map. Crime data is compiled from police incident reports and is available nationwide down to the block group level. An area is rated by comparing the rate of crimes against persons or crimes against property to the national average. Call for pricing to add Crime Index information to your custom map.

Data Indexing

Ask about our data indexing process which allows the combination of up to 50 variables into one index score, enabling easy viewing of information.

How to Order Your Custom Map...

Call Spatial Insights at 800-347-5291

We can assist you in selecting the appropriate options to create your custom map, or you may complete the attached three page *Map Production Pricing and Order Form* and fax it to us at 703-891-1007.

Once we receive an approved order form, and before the maps are created, a member of our technical team will call you to review the order in detail.

Payment terms are by VISA / MASTERCARD, prepayment or C.O.D. only. Maps will not be delivered until payment is received. Please let us know if you need an invoice in order to obtain a check.

Most single maps can be shipped within three business days. Multiple map orders will take longer. We will accommodate rush orders when possible. There is a 50% surcharge if you request delivery quicker than our normal turnaround time.