

## PureData Pricing Guide

### Address validation and Statement of Accuracy\*

Number of records	Cost per record
Up to 10,000	4.5 cents
More than 10,000	3.5 cents

\* Service includes a detailed breakdown of what corrections can be made to raise your address data accuracy.

### Online data correction

PAF Required (3c per correction)	PAF Optional (free)
Box/bag lobby name; Box/bag presentation; Number from building; Postcode; Road number; Road presentation; Street direction; Street name; Street type; Town/city; Unit presentation	Building name; Floor; Suburb name

### Example costings

No. Items	Mailouts/year	Env size	PureData Costs	Savings/year
1k	1	Medium	\$105	\$15
10k	1	Medium	\$950	\$250
10k	4	Medium	\$950	\$3,850
250k	12	Medium	\$24k	\$336k
250k	12	Large	\$24k	\$1.3m

Notes: 1. Env size refers to the VolumePost envelope sizes 2. PureData costs include validation/SOA and corrections, based on average of two corrections/record 3. Savings based on standard VolumePost rates as at Sept 2007.

All prices are exclusive of GST. Prices and terms subject to change.

