



Rate card for consumer files

List of Services		
Postcode Address File (PAF)	£3.00	per '000
Movers with Forwarding addresses	£0.35	per match
Telephone Numbers - add and confirm	£12.50	per '000
DeDupe	£3.00	per '000
Goneaway ^{suppressions}	£0.30	per match
Goneaway ^{flags}	£0.50	per match
Deceased ^{suppressions}	£0.30	per match
Deceased ^{flags}	£0.50	per match
Telephone Preference Service (TPS)	£3.00	per '000
Mail Preference Service (MPS)	£3.00	per '000

NOTES

1. The Leadline database cleansing service starts with a free database audit
2. You select which of the above services you want to buy following the free audit
3. For Gone Aways and Deceased there is a choice of suppressions or flags. If you select suppressions the new details will overwrite the old details - if you select flags you will be able to identify the records that need to change

CONDITIONS

1. Orders are subject to a £35.00 minimum charge
2. All prices exclude VAT
3. Databases need to be supplied to Leadline in Excel, Access or CSV
4. 24 hour turnaround - for 96% of free database audits this is achieved. Sometimes processing is not straightforward. If this is the case, Leadline will discuss the options with you before taking any further action
5. Formatting - if the data is not formatted correctly the automated process may not work. If this is the case, Leadline will discuss the options with you before taking any further action
6. Credit terms are available subject to satisfactory references