

# COMPARE

PRO  
and  
BASIC

**BUSINESS**  
**DECISION**

And choose the one that  
best meets your budget  
and patron needs



[www.businessdecision.info](http://www.businessdecision.info)

(888) 606-7600

BusinessDecision is offered in two versions: Pro or Basic. The following table compares the differences.

|                                     | Pro            | Basic          |
|-------------------------------------|----------------|----------------|
| <b>Reports and Maps</b>             |                |                |
| Demographic & Income Profile        | Yes            | Yes            |
| Census 2000 Summary Profile         | Yes            | Yes            |
| Retail Expenditures                 | Yes            | Yes            |
| Standard Site Map                   | Yes            | Yes            |
| Thematic Maps                       | Yes            |                |
| Tapestry Area Profile               | Yes            |                |
| Market Profile                      | Yes            |                |
| Housing Profile                     | Yes            |                |
| Graphic Profile                     | Yes            |                |
| <b>Subscription Period</b>          |                |                |
|                                     | 1 year         | 1 year         |
| <b>Geographic Coverage</b> (note 1) |                |                |
|                                     | CBSA or county | CBSA or county |
| <b>Price</b>                        |                |                |
| < 25,000 population                 | \$4,500.       | \$1,500.       |
| 25,001 to 250,000 population        | \$7,500.       | \$2,500.       |
| > 250,0001 population               | \$11,000.      | \$4,000.       |

Note 1: The geographic coverage is the Core Based Statistical Area (CBSA, as defined by the U.S. Census Bureau) that the library jurisdiction is located within (either the Metropolitan Statistical Area or Micropolitan Statistical Area). If the library jurisdiction is not in a CBSA (e.g., is located in a rural area) then the geographic extent is the county.

BusinessDecision enables your business patrons to perform the same sophisticated consumer market analysis that is used by America's top companies. BusinessDecision is a database and mapping web service offered to small and medium size business patrons to help grow their enterprise. BusinessDecision combines extensive business, demographic, and consumer household data with geographic information systems.

**CIVICTechnologies, Inc.**

The leader in geographic information systems for public libraries.

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