

## CompetitivEdge's Comparison Shopping Guide

This sample grid has been developed to help you evaluate clipping services. Determine which needs apply to your organization, how critical each need is, and complete the grid based on information provided by each clipping service. The goal is to help you find the right choice for your specific needs.

Need	H-High M-Medium L-Low	CompetitivEdge 888-881-3343		
<b>Scope: Service includes</b> Major US Papers Small US Papers International Papers Web Editions of Newspapers Other Web Publications Chat Rooms, Site Monitoring, Listservs Wire Services - independent Wire Services - paid wires Wire Services - foreign Magazines Trade Journals Specific Trades: LIST Broadcast Transcripts Other		Yes, except WSJ Very limited Yes, several hundred Yes, several hundred Yes, several hundred No Yes Yes Yes - several dozen Yes, several hundred Yes, over 3,000  TV & Cable national prog. Federal Testimony		
<b>Delivery Options:</b> Frequency e-mail Hardcopy Disk CD-ROM Fax Lag time Early a.m. delivery		Any frequency supported Yes Yes Yes Yes Yes generally 0-48 hours No		
<b>Actual Clips:</b> Full-text of story Masthead on each clip Story photos Actual newsprint Advertisements		Yes Yes No, description only No No		
<b>Program Options:</b> Index or summary Advertising Equivalents Circulation information Other -		Yes - additional charge Yes - additional charge Yes - additional charge		
<b>Fees:</b> Reader Fee Per Clip Fee Other Charges Estimated annual cost		(not applicable)		
<b>Other:</b> Commitment period required Ability to change program Ability to tailor program Cancellation notice needed Lead time needed to start program		None Unlimited Unlimited 5 days 10 minutes		