

**APPENDIX C - PRICING INDEX  
DIR-TSO-2533  
THE ADVISORY COUNCIL, INC.**

Subscription Services	DIR CUSTOMER DISCOUNT
<b>Subscription Services Category</b>	
<p><b>TAC Executive Advisory Services:</b>  <i>Executive packages are annual retainer contracts including a specified number of 'inquiry points'. Personal Advisory Reports (see deliverables below) consume 10 points; expert phone consultations (see deliverables below) consume 4 points. Services may be shared among as many named users as the client chooses.</i></p> <p><b>Deliverables -</b>  <i>Personal Advisory Reports (PARs) - Personalized, in-context, written answers to your specific question or inquiry. PARs are normally under 1000 words in length, and are written by a TAC subject matter expert in direct response to a specific client question. Standard response time for PARs is three-to-five business days.</i></p> <p><i>Expert Phone Consultations - Telephone consultations are available with any TAC expert. Telephone consultations are typically 30 minutes or less, but are unmetered and can run as long as needed.</i></p> <p><i>Webinar Archives - TAC thought leaders and experts present semi-monthly web-based seminars around various technology and business topics facing IT managers. These "recorded Live" webinars are available for our clients, enterprise-wide and at no extra cost in our searchable archives.</i></p>	
Executive 18 - 18 inquiry 'points'	19%
Executive 32 - 32 inquiry 'points'	19%
Executive 46 - 46 inquiry 'points'	19%
Executive 60 - 60 inquiry 'points'	19%
Executive 74 - 74 'inquiry points'	19%
Executive 88 - 88 'inquiry points'	19%
Executive 102 - 102 'inquiry points'	19%
Executive 116 - 116 'inquiry points'	19%
Executive 130 - 130 'inquiry points'	19%
Executive 140 - 140 'inquiry points'	19%

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<p><b>TAC Enterprise Advisory Services:</b>  <i>Enterprise packages are annual retainer contracts including a specified number of Personal Advisory Reports, <b>and unlimited expert phone consultations</b>. Services may be shared among as many named users as the client chooses.</i></p> <p><b>Deliverables -</b>  <i>Personal Advisory Reports (PARs) - Personalized, in-context, written answers to your specific question or inquiry. PARs are normally under 1000 words in length, and are written by a TAC subject matter expert in direct response to a specific client question. Standard response time for PARs is three-to-five business days.</i></p> <p><i>Expert Phone Consultations - Telephone consultations are available with any TAC expert. Telephone consultations are typically 30 minutes or less, but are unmetered and can run as long as needed.</i></p> <p><i>Webinar Archives - TAC thought leaders and experts present semi-monthly web-based seminars around various technology and business topics facing IT managers. These “recorded Live” webinars are available for our clients, enterprise-wide and at no extra cost in our searchable archives.</i></p> <p><i>SmartTips - TAC thought leaders and experts address today’s hot issues in technology through more generalized research notes, providing topical information that is applicable to more</i></p>	
Enterprise 15 - 15 PARs, Unlimited Expert Phone Consultations	19%
Enterprise 20 - 20 PARs, Unlimited Expert Phone Consultations	19%
Enterprise 25 - 25 PARs, Unlimited Expert Phone Consultations	19%
Enterprise 30 - 30 PARs, Unlimited Expert Phone Consultations	19%
Enterprise 35 - 35 PARs, Unlimited Expert Phone Consultations	19%
Enterprise 40 - 40 PARs, Unlimited Expert Phone Consultations	19%