



**NEW RIVER**  
Marketing Research

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## **New River Marketing Research Flexible Retainer Service**

New River Marketing Research (AKA New River) is offering a 12-month flexible retainer service. This retainer differs from the normal consulting retainers that most other marketing research companies offer. The benefits of the Retainer Service are that it allows you to spread the cost of marketing research over an entire year and you can initiate marketing research at any time during the 12-month period.

With the New River Retainer Service, a combination of consulting and writing are offered, both of which are based on solid marketing research performed by New River. And you have the flexibility to substitute some of the writing for additional consulting and vice versa. A \$20,000 retainer has the following characteristics:

1. The Retainer Service is applicable for 12 months from the date that the contract is signed.
2. The cost of the Retainer Service is \$20,000 per year.
3. The client is invoiced at the rate of \$5,000 per quarter.
4. The Retainer Service includes 14 hours of consulting, equivalent to two days of consulting. This can be used for telephone consulting or on-site consulting. For on-site consulting, the client must pay for all reasonable travel expenses. Consulting can be used for marketing messaging assistance, for providing marketing trends, product strategy preparation, interfacing with potential clients, etc. For each consulting engagement, New River would provide the client with a written summary on New River letterhead.
5. The Retainer Service includes an 8 –10 page white paper or a presentation of longer length. The white paper or presentation can be initiated at any time during the 12-month contractual period. The white paper or presentation could summarize a client's marketing strategy, product offering, and be used as marketing collateral and sales material, etc.; it could be a summary of a small primary research project involving survey work; it could be a competitive analysis document, and so on.

6. The client and New River would negotiate in a reasonable manner if the client requests New River to substitute a marketing research document in place of the consulting hours and vice versa. Generally, 14 hours of consulting would have the value of a six-page white paper or a presentation of longer length.

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