

# **IRI REVIEWS PROGRAM**

## **How to Get Started**

### **1. GMA Sales Agency Membership**

The IRI Reviews Program is only available to members in good standing. If you are not a member, and would like to join, please contact Sharon Boyle at 202.337.9400.

### **2. IRI Credit Approval**

Please fill out an IRI credit application and fax to IRI at 312.474.8553. The credit application can be found on our website at [www.asmc.org](http://www.asmc.org). The credit approval process usually takes from three to four weeks.

If you have information needs that cannot wait four weeks for credit approval you may purchase reports on a cash-in-advance basis until your credit is approved. Please contact IRI's Agency services at [sbu.irirequest@infores.com](mailto:sbu.irirequest@infores.com) or call 312.474.8542 to order a report. Be sure to mention the IRI Reviews program in your message.

### **3. Sign Membership Agreement.**

Each member must sign the IRI agreement and IRI's standard Use and Disclosure agreement before any data will be delivered.

### **4. Select IRI Geographies**

Each member may select up to ten geographies from IRI's releasable geographies. These geographies may be selected from IRI's defined markets (geog.xls) or Retailer defined geographies (retgeog.xls) but are restricted to the geographical area the member does business in. IRI reserve the right to determine which geographies each member may select from and no correspondence will be entered into. Geographies are available at a cost of \$5,000 each per annum. The initial invoice will be for all geographies purchased. Paying this invoice using "installment payments", instead of in full upon receipt, will be a decision made by IRI's credit department based upon credit history etc.

### **5. Report Ordering**

Once credit has been approved and geographies established members can order reports. IRI will initially offer fourteen (14) standard reports (reports.xls and reports.ppt) from which program members can choose. All reports are based off IRI's syndicated Infoscan Reviews databases (The Reviews). Reports other than the fourteen standard templates or from geographies not subscribed to may be ordered on an adhoc basis but will be priced on a case by case basis using IRI's standard pricing guidelines. Reports can be ordered by emailing the report order form to [sbu.irirequest@infores.com](mailto:sbu.irirequest@infores.com). Be sure to mention the IRI Reviews program in your message. Reports will be delivered within three (3) business days after receipt of order. Orders received after 2.00pm C.S.T. will consider to have been received on the next business day. Reports will be charged at \$100 per geography and invoiced monthly. An additional 50% will be charged for 24-hour turnaround.