

SPECIFICATIONS
Data Sheet #24

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Product: *Jumbo Rate News*
Subject: Jumbo CD rates from healthy, federally insured banks and thrifts. Newsletter 8½" X 11"
Medium: 8 pages: 5 pages of rates plus 3 pages of text and data Weekly: 48 times per year, Monthly: 12 times per year, Customized: as per request
Number of Pages: Every Monday except the Mondays that coincide with Easter, Independence Day, Thanksgiving and Christmas.
Frequency: See Below
Publication Dates: See Below

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6 Months	\$295	\$415	\$140	\$160
1 Year	\$445	\$685	\$210	\$270
2 Years	\$775	\$1,255	\$295	\$415

Single Copy: \$25.00 Special

DESCRIPTION:

Jumbo Rate News began publication in 1984 -- the first Jumbo CD newsletter to respond to the heightened interest in Jumbo CD investments during the early 1980's after the federal deposit insurance increase to \$100,000 created a federally insured Jumbo CD.

We discovered two significant market dichotomies:

1. CD rates are not institutionally sensitive - the strength of the bank or thrift has no bearing on the rate offered and
2. CD rates are VERY regionally sensitive -- leading indicators of local and regional growth, development and/or recovery.

These findings led us to ask: Is there any value in placing funds with undercapitalized banks since returns are identical to those from well-capitalized institutions? The answer, "No", led us to restrict *JRN* listees, institutions that we survey, to healthy banks and thrifts, ONLY.

This self-imposed restriction, still in force today, became our trademark and continues to appeal to a large group of investors -- particularly those seeking high JUMBO CD yields from strong institutions.

REPORT HIGHLIGHTS:

BAUERFINANCIAL continues to examine each listee's financial statements quarterly -- accepting and surveying only those institutions that comfortably exceed regulatory requirements and are projected to have no foreseeable problems. The result: No *JRN* subscriber has ever lost principal or interest investing with a current *JRN* listee.

Listees, who pay NO FEE to list their rates, must be classified **well-capitalized** by federal regulators and have a **BAUERFINANCIAL™** star rating of 3 ½-stars or higher.

Jumbo Rate News is mailed, emailed or faxed each Friday with the exception of four weeks each year: the weeks corresponding with Easter, Independence Day, Thanksgiving and Christmas.

Each issue of *JRN* contains:

Typically over 1,000 separate Jumbo CD rates from at least 200 institutions in terms of 30, 60, 90, 180 and 270 days plus 1, 1½, 2, 2½, 3, 4, and 5 years.

- Continuous addition of new listees.
- Key financial data on each listee.
- Listee contact name and phone number.
- Listee profiles and star-rating changes
- Highest rates and changes.
- Notes, Memos and Items of Interest.

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Bank and Credit Union data compiled from financial data for the period noted, as reported to federal regulators. The financial data obtained from these sources is consistently reliable, although; the accuracy and completeness of the data cannot be guaranteed by **BauerFinancial, Inc.** **BauerFinancial** relies upon this data in its judgment and in rendering its opinion (e.g. determination of star ratings) as well as supplying the data fields incorporated herein. **BauerFinancial, Inc.** is not a financial advisor; it is an independent bank research firm. **BauerFinancial** is a registered trademark. Any unauthorized use of its content, logos, name, and/or Star-ratings is forbidden.

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