Sales + Prices file

UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
Washington, D.C. 20230

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TO: Members, Program Board on Civil Operational Land Remote Sensing from Space

FROM: Anthony J. Calio, Chairman

SUBJECT: Announcement of NOAA's Price List for Landsat Products and Services through 1985

(distributed 4-5-83)

A public announcement of NOAA's FY 1984 and FY 1985 prices for Landsat products and services will be made on Thursday, March 31, 1983. Congressional and Federal agency persons who are closely identified with the Landsat program will also be notified of this announcement.

This price announcement is a continuation of the pricing strategy developed for Thematic Mapper (TM) products by the NASA/NOAA Landsat Transition Board in October 1982, and described in my December 1982 letter to you that discussed NOAA's initial TM price release. In brief, this includes the three-step introduction of 1985 prices, a 1985 price of $4,400 for a full scene of TM data in digital format, and a set of approximately 20 early TM scenes reserved at low prices to encourage would-be TM uses.

The attached price list also reflects an increase for NOAA's Multi-Spectral Scanner (MSS) products, effective on February 1, 1985. The increase averages about 12 percent and accommodates the higher cost of conducting MSS operations occurring since current prices were announced in December 1981.

The public release date for this price list has been set to allow Federal user agencies to defend their Landsat purchase requests in Congressional budget hearings. It also allows other users to prepare for the TM price increase scheduled for October 1983 and for the overall price increase scheduled for February 1985.

If you have any questions regarding this matter, please contact Dan Cotter, NESDIS User Affairs, at 763-2430.

Attachment

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NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
WASHINGTON, D.C. 20233

NOAA PRICES FOR LANDSAT PRODUCTS AND SERVICES
March 31, 1983

TYPE OF PRODUCT/SERVICE	MULTI-SPECTRAL SCANNER		THEMATIC MAPPER		
	Present	Effective February 1, 1985	Present	Effective October 1, 1983	Effective February 1, 1985
Image Products					
70 mm film Pos (B&W)	$26	$30	----------NOT OFFERED----------		
70 mm film Neg (B&W)	32	35	----------NOT OFFERED----------		
10 in film (B&W; Pos)	30	35	$38	$50	$75
10 in film (B&W; Neg)	35	40	42	60	80
10 in paper (B&W)	30	35	33	50	75
20 in paper (B&W)	58	65	70	95	140
40 in paper (B&W)	95	105	115	150	200
10 in film (color; pos)	74	80	105	140	190
10 in paper (color)	45	50	75	115	170
20 in paper (color)	90	110	135	200	235
40 in paper (color)	175	195	235	275	290
Digital Products					
MSS Computer Compatible Tape (CCT), 1 scene = 1 tape	650	730			
TM CCT full scene (9 track, 1600 BPI, 7 tapes[C])			2800	3400	4400
TM CCT's, quarter-scene (9 track, 1600 BPI, 1 tape)			750[A]	925[A]	1350
Services					
Color composite generation	195	220	290	305	325
Sampling Re-editing at Customer Request				NOTE: [D]	NOTE: [D]
TM Data Search, Retrospective Files				NOTE: [D]	NOTE: [D]

Special Acquisition

° Delivery of MSS HDT via Communications Satellite - per scene	$790	$885			
° Delivery of Standard MSS Imagery (not color composite) - per scene	$880	$985			
° Delivery of MSS CCT or HDT - per scene	$1000	$1120			
° Acquisition of customer specified TM scene				$1200[B]	1600[B]
° Surcharge for color composite generation for ordering customer - per MSS scene	150	170			
° Surcharge for color composite generation for ordering customer - per TM scene			$250	$250	$275
° Surcharge for specified minimum cloud cover - per MSS scene	$250	$275			
° Surcharge for specified minimum cloud cover - per TM scene				$250[B]	$275[B]

NOTES:

[A] Expected to be available in mid- or late - 1983.

[B] TM Special Acquisitions may be implemented earlier than February 1985.

[C] Number of tapes may be reduced to 4.

[D] To be provided later.