

American Commerce - Advertising Agency Executives

MID: 893717-000

----- SRDS UPDATED/CONFIRMED -----
Jun 2, 2011

----- SELECTIONS WITH COUNTS -----
Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
Universe	31,949	\$65.00
Total agencies	7,214	+10.00

Net name arrangement (minimum 25,000), 85%.

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
Full Service Agency	\$10.00	M	extra	
Media Buying Services	\$10.00	M	extra	
Sales Promotion Agency	\$10.00	M	extra	
Public Relations Firm	\$10.00	M	extra	
In House Agency	\$10.00	M	extra	
Titles:				
Chairman	\$10.00	M	extra	
Vice Chairman	\$10.00	M	extra	
Direct Mail/Marketing Manager	\$10.00	M	extra	
CEO	\$10.00	M	extra	
Print Media	\$10.00	M	extra	
President	\$10.00	M	extra	
Owner	\$10.00	M	extra	
Vice President	\$10.00	M	extra	
CFO	\$10.00	M	extra	
Sales/Marketing	\$10.00	M	extra	
Account Executive	\$10.00	M	extra	
Creative Director	\$10.00	M	extra	
Media Director	\$10.00	M	extra	
Art Director	\$10.00	M	extra	
Production Manager	\$10.00	M	extra	
Copywriter	\$10.00	M	extra	
Illustrator	\$10.00	M	extra	
Billing:				
<1mm	\$10.00	M	extra	
1mm-4.9mm	\$10.00	M	extra	
5mm-9.9mm	\$10.00	M	extra	
10mm-24.9mm	\$10.00	M	extra	
25mm-49.9mm	\$10.00	M	extra	
50mm-99.9mm	\$10.00	M	extra	
100mm-199.9mm	\$10.00	M	extra	
200mm-499.9mm	\$10.00	M	extra	
500mm-999.9mm	\$10.00	M	extra	
1b+	\$10.00	M	extra	
Billing Size				
Company Size	\$10.00	M	extra	

----- PERSONNEL -----

List Owner

Datamatrix Lists
3530 Route 27, 2nd Floor
Kendall Park, NJ 08824
Phone: 732-940-1500
Fax: 732-940-1501
E-mail: sales@datamatrixlists.com

Contact Title Phone Fax E-mail

List Manager	732-	732-	sales@datamatrixlists.com
	940-	940-	
	1500	1501	

----- SUMMARY DESCRIPTION -----

Executives within advertising agencies of all types.

----- DATACARD DESCRIPTION -----

AMERICAN COMMERCE HAS BROUGHT TOGETHER THIS LIST OF EXECUTIVES WITHIN ADVERTISING AGENCIES. NUMEROUS TITLES ARE AVAILABLE WITHIN EACH COMPANY, MAKING IT POSSIBLE TO REACH KEY PERSONNEL OF ALL TYPES. THESE EXECUTIVES SPEND COUNTLESS HOURS BUILDING CLIENT RELATIONS AND ARE RECEPTIVE TO ANY OFFER THAT CAN ASSIST THIS GOAL OR IMPROVE THEIR OVERALL EFFECTIVENESS WITHIN THE COMPANY. PERFECT FOR TRADE PUBLICATIONS OR SEMINARS, TRAVEL PRODUCTS, ORGANIZATIONAL TOOLS, OR MANY OTHER OFFERS. ALSO, IDEAL CANDIDATES FOR INVESTMENT OR INSURANCE OFFERS.

SRDS Classification

USA Business 3 Advertising & Marketing

----- LIST SOURCE -----

Source	Note
Controlled Circ	Professional Records

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% commission to brokers.
10% commission to managers.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
Diskette	\$50.00		fee	
E-mail	\$50.00		fee	
CD ROM	\$50.00		fee	
FTP	\$50.00		fee	
Cartridge	\$50.00		fee	

----- RESTRICTIONS -----

Net name is allowed. Exchange is not allowed. Reuse is allowed. Telemarketing is allowed.

----- UPDATE SCHEDULE -----

Updated monthly.

Gender/Sex	\$5.00	M	extra
Geo Select	\$10.00	M	extra
# Employees	\$15.00	M	extra
Number Of Years In Business	\$10.00	M	extra
\$ Volume	\$10.00	M	extra
Title Only	\$10.00	M	extra
Key Coding	\$3.00	M	extra