

American Commerce - Banks & Financial Institutions

MID: 893467-000

----- 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	141,642	\$65.00
Credit unions	39,417	+10.00
State commercial banks	28,198	+10.00
National commercial banks	9,364	+10.00
State savings banks	351	+10.00
Federal savings banks	19	+10.00
All others	66,193	+10.00
Loan/mortgage executives	17,283	+10.00

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

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

Selections	Rate	Per Unit	Note
Assets	\$10.00	M extra	
Credit Union: # Of Employees	\$10.00	M extra	
Credit Union: # Of Members	\$10.00	M extra	
Geo Select	\$5.00	M extra	
HQ/Branch	\$10.00	M extra	
Institution Type	\$10.00	M extra	
Job Title Select	\$10.00	M extra	
Phone Number	\$15.00	M extra	
Key Coding	\$3.00	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 at America's financial institutions.

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

THIS FILE PROVIDES AN EXHAUSTIVE DATABASE OF EXECUTIVES AT AMERICA'S FINANCIAL INSTITUTIONS. THESE PROFESSIONALS ARE RESPONSIBLE FOR TRILLIONS OF DOLLARS IN DEPOSITS AND LOANS EACH YEAR AND MAKE CRITICAL DECISIONS FOR THEIR COMPANIES. THEY ARE WELL PAID FOR THIS RESPONSIBILITY AND ARE EXCELLENT PROSPECTS FOR ANY CAMPAIGN TARGETED TOWARDS THE AFFLUENT MARKET. SELECT BY INSTITUTION TYPE, ASSET SIZE, HQ/BRANCH, EXECUTIVE TITLE, ETC.

SRDS Classification

USA Business 23 Banking & Financial

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

Source	Note
Compiled	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	
Cartridge	\$50.00	fee	
CD ROM	\$50.00	fee	
FTP	\$50.00	fee	

----- RESTRICTIONS -----

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

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

Updated monthly.