

American Commerce - Media Communications

DATACARD DESCRIPTION

LISTS HELPS YOU CONNECT WITH TELEVISION, CABLE AND RADIO BROADCASTING EXECUTIVES RESPONSIBLE FOR THE GROWTH, MANAGEMENT AND OPERATIONS OF THEIR RESPECTIVE MEDIA ORGANIZATIONS. THESE HIGH POWERED DECISION-MAKERS COMMUNICATE DIRECTLY TO CONSUMERS VIA THEIR BROADCASTING MEDIUM AND HELP SHAPE THE WAY PEOPLE THINK ABOUT CURRENT EVENTS, SPORTS, ENTERTAINMENT, ETC. THE FILE INCLUDES C LEVEL TITLES SUCH AS, CEO, PRESIDENT, AND VICE PRESIDENT, AS WELL AS MANAGERS AND REPORTERS (BY AREA OF NEWS INTEREST) AND TARGET AUDIENCE (HISPANIC, AFRICAN AMERICAN). THESE ARE IDEAL PROSPECTS FOR PROMOTING BUSINESS PUBLICATIONS, NEW TECHNOLOGY OFFERS, CONTINUING EDUCATION, ADVERTISING AND SALES PRODUCTS, CONFERENCES AND TRADE SHOWS.

70% male, 30% female.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000 Counts Thru: Jul 2010	UPDATED DATE VERIFIED	Jul 27, 2010 Jul 27, 2010
Selections	Counts	Price per/M
Universe	36,614	\$65.00
Media type television	21,478	+10.00
Media type radio	23,151	+10.00
Commercial free television	486	+10.00
Commercial free radio	1,979	+10.00
Commercial television	12,938	+10.00
Commercial radio	20,353	+10.00
Managing executive director	4,124	+5.00
General manager	4,649	+5.00
Computer high tech reporter	492	+5.00
Medical reporter	137	+5.00
Music director	1,686	+5.00
Program director	2,851	+5.00
News executive producer	277	+5.00
Station manager	336	+5.00
Education reporter	293	+5.00
Phones	35,509	+15.00
Net name arrangement (minimum 25,000), 85% plus 10.00/M running charge.		

OTHER SELECTIONS

Selections	Rate	Per
Company Type	\$10.00	M
Contact Name	\$10.00	M
Fax Numbers	\$40.00	M
Gender	\$10.00	M
Job Function	\$10.00	M
Job Function/Title	\$10.00	M
Job Title	\$10.00	M
Media Type	\$10.00	M
Phone Number	\$15.00	M
SCF	\$5.00	M
State	\$5.00	M
Zip	\$5.00	M
Key Coding	\$3.00	M

LIST SOURCE

Note

Compiled

METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	M
Cartridge	\$50.00	
CD-ROM	\$50.00	
E-mail	\$50.00	

UPDATE SCHEDULE

Quarterly

COMMISSION, CREDIT POLICY

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

RESTRICTIONS

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

LIST MANAGER/OWNER

Datamatrix Lists List Manager

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