

American Commerce - Media Communications

MID: 920030-000

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

----- PERSONNEL -----

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

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

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

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

Executives within the radio cable and television broadcasting industry.
 70% male, 30% female.

----- 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.

SRDS Classification

USA Business 327 Telephone & Communications

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

Source	Note
Compiled	

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

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

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

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

----- RESTRICTIONS -----

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

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

Updated quarterly.