

American Commerce - National Advertisers

MID: 893468-000

----- 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	135,021	\$65.00
Advertising type:		
Daily newspapers	11,587	+10.00
Weekly newspapers	58,952	+10.00
Consumer magazines	19,502	+10.00
Business publications	38,215	+10.00
B-to-C direct mail	44,995	+10.00
B-to-B direct mail	41,024	+10.00
Catalogs	61,221	+10.00
Radio	47,254	+10.00
TV	40,951	+10.00
Yellow pages	25,955	+10.00
Point of purchase	19,963	+10.00
Internet	21,245	+10.00
Billboards/outdoor advertising	19,526	+10.00

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

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

Selections	Rate	Per	Unit	Note
Business Type	\$5.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Media Type	\$10.00	M	extra	
# Employees	\$10.00	M	extra	
\$ Volume	\$10.00	M	extra	
Title/Contact Name	\$25.00	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 -----

Companies that advertise through various forms of media.

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

AMERICAN COMMERCE HAS BROUGHT TOGETHER THIS LIST OF COMPANIES WHICH ACTIVELY ADVERTISE THROUGH VARIOUS FORMS OF MEDIA. NUMEROUS TITLES ARE AVAILABLE WITHIN EACH COMPANY, MAKING IT POSSIBLE TO REACH THE KEY PERSONNEL AT THE NATION'S MAJOR ADVERTISERS. DATAMATRIX LISTS OFFERS A PERFECT SOLUTION FOR ANY ADVERTISING SALES REPRESENTATIVES, ADVERTISING AGENCIES OR PUBLISHERS.

SRDS Classification

USA Business 3 Advertising & Marketing

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

Source	Note
Compiled	Professional Records

----- 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	
Diskette	\$50.00		fee	
E-mail	\$50.00		fee	
Cartridge	\$50.00		fee	
CD ROM	\$50.00		fee	
FTP	\$50.00		fee	

----- RESTRICTIONS -----

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

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

Updated monthly.