

American Commerce - National Advertisers

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.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
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
Business Type	\$5.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Media Type	\$10.00	M
# Employees	\$10.00	M
\$ Volume	\$10.00	M
Title/Contact Name	\$25.00	M
Key Coding	\$3.00	M

LIST SOURCE

	Note
Compiled	Professional Records

METHOD OF ADDRESSING

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

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

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

RESTRICTIONS

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

LIST MANAGER/OWNER

Datamatrix Lists List Manager

List Manager Key Contact Name

732-940-1500 Key Contact Phone

732-940-1501 Key Contact Fax

sales@datamatrixlists.com Key Contact Email

MID

893468

000