

## American Commerce - Retail Executives

### DATACARD DESCRIPTION

FIND YOUR IDEAL MARKET WITHIN THE RETAIL INDUSTRY BY SELECTING BUSINESS/INDUSTRY TYPE, EMPLOYEE SIZE AND ANNUAL SALES VOLUME. ADDITIONALLY, THIS DATAMATRIX LIST IS BROKEN DOWN INTO SPECIFIC EXECUTIVE TITLES TO ENSURE THAT YOUR INFORMATION GETS TO THE RIGHT DECISION MAKER WITHIN THE COMPANY AND THAT YOUR GOODS ARE CONSIDERED. THIS LIST IS A VITAL RESOURCE FOR MARKETERS OF VIRTUALLY ALL PRODUCTS WHICH CAN BE SOLD THROUGH A RETAIL OUTLET, AS WELL AS MARKETERS OF THIRD PARTY SERVICES SUCH AS INVENTORY/COMPUTER SYSTEMS, UNIFORMS, PAYROLL SOLUTIONS, MARKETING/ADVERTISING, INSURANCE, IT/NETWORK SERVICES, MANAGEMENT CONSULTING, TRADE/INDUSTRY PUBLICATIONS, ETC. THIS DATA HAS BEEN COLLECTED FROM NUMEROUS SOURCES INCLUDING PROFESSIONAL DIRECTORIES, ASSOCIATION MEMBERSHIPS, GOVERNMENT LICENSING DATABASES AND OTHER PROPRIETARY DATA SOURCES TO OFFER MARKETERS ONE OF THE MOST COMPREHENSIVE LISTINGS OF EXECUTIVES WITHIN THE RETAIL FIELD.

### SELECTIONS WITH COUNTS

**Minimum order 250.00 or 3,000**

**Counts Thru: Jul 2010**

**UPDATED** Jul 27, 2010  
**DATE VERIFIED** Jul 27, 2010

Selections	Counts	Price per/M
Universe	692,751	\$65.00
Home furnishings	116,234	+5.00
Food stores	250,127	+5.00
Auto dealerships	92,351	+5.00
Apparel	91,324	+5.00
Garden stores	28,256	+5.00
Hardware stores	26,321	+5.00
Jewelry stores	42,105	+5.00
Sporting goods	55,213	+5.00
Department stores	16,254	+5.00
Book stores	22,354	+5.00

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

### OTHER SELECTIONS

Selections	Rate	Per
Address Type	\$10.00	M
Bus/Industry Type	\$5.00	M
Female Owned	\$15.00	M
Franchise	\$10.00	M
Geo Select	\$5.00	M
HQ/Branch	\$10.00	M
Job Title Select	\$5.00	M
Minority Owned	\$15.00	M
# Employees	\$10.00	M
Phone Number	\$15.00	M
\$ Volume	\$10.00	M
SIC	\$5.00	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. Reuse is allowed. Exchange is not allowed. Net name 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](mailto:sales@datamatrixlists.com) Key Contact Email

**MID** 892403 000