

# American Commerce - Retail Executives

MID: 892403-000

----- 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	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	Unit	Note
Address Type	\$10.00	M	extra	
Bus/Industry Type	\$5.00	M	extra	
Female Owned	\$15.00	M	extra	
Franchise	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
HQ/Branch	\$10.00	M	extra	
Job Title Select	\$5.00	M	extra	
Minority Owned	\$15.00	M	extra	
# Employees	\$10.00	M	extra	
Phone Number	\$15.00	M	extra	
\$ Volume	\$10.00	M	extra	
SIC	\$5.00	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](mailto:sales@datamatrixlists.com)

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	<a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a>

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

Decision makers within the retail industry.

----- 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.

SRDS Classification

USA Business 45 Business Executives

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

----- **UPDATE SCHEDULE** -----

Updated monthly.