

America's Libraries Masterfile

MID: 892252-000

----- SRDS UPDATED/CONFIRMED -----

Jun 2, 2011

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

Counts Thru: Jun 2011

Minimum order 3,000.

Selections	Counts	Price per/M
Total universe	76,224	\$65.00
Library executives	68,941	\$65.00
Public libraries	28,216	+10.00
College/academic libraries	15,624	+10.00
Medical libraries	8,337	+10.00
Law libraries	2,086	+10.00
Govermemnt libraries	1,397	+10.00
Religious libraries	1,721	+10.00

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

Selections	Rate	Per	Unit	Note
Main Branch	\$10.00	M	extra	
Book Expenditures: < 5,000	\$10.00	M	extra	
5,000-10,000	\$10.00	M	extra	
10,000-25,000	\$10.00	M	extra	
25,000-50,000	\$10.00	M	extra	
50,000-100,000	\$10.00	M	extra	
100,000-500,000	\$10.00	M	extra	
500,000+	\$10.00	M	extra	
Number Of Books:<1,000	\$10.00	M	extra	
1,000-5,000	\$10.00	M	extra	
10,000-25,000	\$10.00	M	extra	
25,000-50,000	\$10.00	M	extra	
50,000-100,000	\$10.00	M	extra	
100,000-500,000	\$10.00	M	extra	
500,000+	\$10.00	M	extra	
Book Esenditures	\$10.00	M	extra	
Executive Title/Function	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Library Type/Specialty	\$10.00	M	extra	
Number Of Books	\$10.00	M	extra	
SCF	\$5.00	M	extra	
State	\$5.00	M	extra	
Zip	\$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

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	sales@datamatrixlists.com

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

Libraries of various types with library personnel.

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

THIS COMPREHENSIVE DATABASE INCLUDES PUBLIC, ACADEMIC, MEDICAL, LEGAL, ARMED FORCES, AND RELIGIOUS LIBRARIES AS WELL AS OVER 30 OTHER SPECIALTIES. REACH YOUR INTENDED TARGET LIBRARIES BY CHOOSING THE NUMBER OF BOOKS AT THE LOCATIONS AND/OR THE ANNUAL BOOK EXPENDITURES. TO ENSURE YOUR MAIL PIECE REACHES THE RIGHT PERSON, THE LIST ALSO INCLUDES OVER 80 SPECIFIC TITLES SUCH AS LIBRARIAN, MANAGER, AND PURCHASING AGENT AS WELL AS MANY EXECUTIVE TITLES AND LIBRARIANS WITHIN PARTICULAR DEPARTMENTS. THIS IS AN ESSENTIAL LIST FOR ALL PUBLISHER MAILINGS.

SRDS Classification

USA	Business	91	Educational
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----- LIST SOURCE -----

Source	Note
Compiled	Multi-sourced

----- 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	
FTP	\$50.00		fee	

----- RESTRICTIONS -----

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

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

Updated monthly.