

America's Libraries Masterfile

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.

SELECTIONS WITH COUNTS

Minimum order 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
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
Governemnt libraries	1,397	+10.00
Religious libraries	1,721	+10.00

OTHER SELECTIONS

Selections	Rate	Per
Main Branch	\$10.00	M
Book Expenditures: < 5,000	\$10.00	M
5,000-10,000	\$10.00	M
10,000-25,000	\$10.00	M
25,000-50,000	\$10.00	M
50,000-100,000	\$10.00	M
100,000-500,000	\$10.00	M
500,000+	\$10.00	M
Number Of Books:<1,000	\$10.00	M
1,000-5,000	\$10.00	M
10,000-25,000	\$10.00	M
25,000-50,000	\$10.00	M
50,000-100,000	\$10.00	M
100,000-500,000	\$10.00	M
500,000+	\$10.00	M
Book Esenditures	\$10.00	M
Executive Title/Function	\$10.00	M
Geo Select	\$5.00	M
Library Type/Specialty	\$10.00	M
Number Of Books	\$10.00	M
SCF	\$5.00	M
State	\$5.00	M
Zip	\$5.00	M
Key Coding	\$3.00	M

LIST SOURCE

Compiled	Note Multi-sourced
----------	------------------------------

METHOD OF ADDRESSING

Available Media	Rate	Per
------------------------	-------------	------------

Pressure Sensitive Labels	\$15.00	M
Cartridge	\$50.00	
CD ROM	\$50.00	
E-mail	\$50.00	
FTP	\$50.00	

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

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

RESTRICTIONS

Net Name is allowed. Exchange is not allowed. Reuse is allowed. Telemarketing is not 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 892252 000