

Americas Top 5%

DATACARD DESCRIPTION

AMERICA'S TOP 5% DELIVERS MARKETERS ACCESS TO ONE OF THE MOST CURRENT AND COMPLETE LISTINGS OF FINANCIALLY SUCCESSFUL INDIVIDUALS ACROSS AMERICA. THIS DATAMATRIX LIST IS COMPOSED OF MORE THAN 75% ELITE PROFESSIONALS WHO ARE STILL IN THE WORKFORCE EARNING SIX-FIGURE INCOMES. THESE WEALTHY AMERICANS SEEK THE FINER THINGS IN LIFE AND HAVE THE DISCRETIONARY INCOME TO ATTAIN THEM. WEALTHY CONSUMERS ARE EXCEPTIONAL PROSPECTS FOR FUNDRAISING, BUSINESS PERIODICALS, TRAVEL OFFERS, AND LUXURY ITEMS INCLUDING SPORTS CARS, YACHTS, AND HIGH-END JEWELRY

60% male, 40% female.

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
Total universe	17,946,052	\$80.00
30 Day Hotline	354,964	+5.00
3 Month Hotline	1,271,267	+10.00
6 Month Hotline	1,839,894	+5.00
\$200 K+	4,421,026	+5.00
\$250 K+	2,614,852	+5.00
Art collectors	834,857	+15.00
Wine connoisseurs	687,542	+15.00
Boaters	1,895,264	+15.00
Golfers	4,251,069	+15.00
Pet owners	6,136,725	+15.00
Foreign travelers	3,085,491	+15.00
Domestic travelers	7,862,149	+15.00
Luxury car owners	1,246,825	+15.00
Donate to charity	415,302	+15.00
Professionals	14,123,582	+15.00
Investors	3,021,498	+15.00
Presence of Children	7,145,283	+10.00

Net name arrangement (25,000 minimum) 85% plus 10.00/M running charge.

OTHER SELECTIONS

Selections	Rate	Per
Age	\$7.00	M
Age Of Children	\$15.00	M
Credit Card	\$15.00	M
Donors (type Available)	\$15.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo	\$5.00	M
Home Owner	\$5.00	M
House Value	\$15.00	M
Income	\$7.00	M
Lifestyle	\$15.00	M
Marital Status	\$10.00	M
Net Worth	\$25.00	M
Occupation	\$15.00	M
Presence Of Children	\$10.00	M
Key Coding	\$2.00	M

12 Month Hotline		
3 Month Hotline	\$5.00	M
6 Month Hotline	\$10.00	M
Age Range	\$5.00	M
Childs Age Range Select	\$10.00	M
Credit Card Buyers	\$15.00	M
Date Of Birth	\$15.00	M
Demographic Select	\$5.00	M
Dwelling Type	\$10.00	M
Gender Of Child	\$10.00	M
Home Owner	\$10.00	M
Hotline	\$15.00	M
Household Income Select	\$5.00	M
Income Select	\$5.00	M
Length Of Residence	\$15.00	M
Mail Order Buyers	\$10.00	M
Monthly Hotline	\$15.00	M
Number Of Children	\$10.00	M
Phone Number	\$15.00	M
Scf	\$5.00	M
State	\$5.00	M
Teenagers (ages 13-19)	\$10.00	M
Zip	\$5.00	M

LIST SOURCE

Compiled	Note Multi-sourced
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METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	M
E-mail	\$50.00	
Cartrdige	\$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. Exchange is not allowed. Net name is 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 884657 000