

Automotive Central

DATACARD DESCRIPTION

AUTOMOTIVE CENTRAL IS YOUR ONE STOP LISTING OF CAR DEALERS, REPAIR SHOPS, CARWASHES OR ANY OTHER AUTOMOTIVE RELATED INDUSTRY ACROSS THE COUNTRY. THESE BUSINESSES PURCHASE A WIDE VARIETY OF CAR-RELATED PRODUCTS AND WILL SPEND GENEROUS SUMS TO INCREASE THEIR PROFIT POTENTIAL. MORE THAN 95% OF THE BUSINESSES ON THIS FILE HAVE LESS THAN 50 EMPLOYEES AND ALL RECORDS HAVE CONTACT PHONE NUMBERS FOR THEIR INDIVIDUAL LOCATIONS. THE INFORMATION ON THIS FILE WAS SOURCED FROM BUSINESS DIRECTORIES, GOVERNMENT RECORDS AND OTHER PROPRIETARY DATA. THESE AUTOMOTIVE BUSINESSES ARE EXCELLENT PROSPECTS FOR ANY CAMPAIGNS DEALING WITH AUTO PART SUPPLIERS, TOOL MANUFACTURERS, MECHANICS TRAINING PROGRAMS AND OTHER CONTINUING EDUCATION, CREDIT CARD OFFERS, BUSINESS LINES OF CREDIT, MARKETING OR ADVERTISING ASSISTANCE, OFFICE SUPPLY STORES OR OTHER ESSENTIAL BUSINESS SERVICE LIKE ACCOUNTING OR TECHNICAL SUPPORT.

90% male, 10% 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
Universe	637,492	\$60.00
Contact name	552,863	+25.00
General automotive repair shops	165,092	+5.00
New/used car dealers	113,497	+5.00
Women owned	29,781	+15.00
Carwashes	27,439	+5.00
Car/truck rental	24,681	+5.00
Minority owned	14,937	+15.00
RV/alternative vehicle dealers	13,426	+5.00
Boat dealers	12,579	+5.00
Tire dealers	30,601	+5.00
Motorcycle dealers	13,492	+5.00
Automotive manufacturers	12,521	+5.00
Auto parts & supply stores	57,698	+5.00
Towing & wrecking service	29,112	+5.00
Auto body repair & paint shops	69,832	+5.00
Auto transmission repair	11,264	+5.00
Muffler repair	7,341	+5.00
Brake shops	6,862	+5.00
Tire repair	4,651	+5.00

OTHER SELECTIONS

Selections	Rate	Per
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
Geo Select	\$5.00	M
Minority/Female Owned	\$15.00	M
# Employees	\$10.00	M
Phone Number	\$15.00	M
\$ Volume	\$10.00	M
SIC	\$5.00	M
Title/Contact Name	\$25.00	M
Key Coding	\$3.00	M

LIST SOURCE

Compiled

Note
Directories

METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	M
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; 10% commission to managers.

RESTRICTIONS

Telemarketing is allowed. Net name is allowed. Exchange is not 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 888408 000