

Casino Royale-Wealthy Gamblers

MID: 889963-000

----- 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
Total universe	2,304,935	\$70.00
30 Day Hotline	42,538	+15.00
3 Month Hotline	142,203	+10.00
6 Month Hotline	211,621	+5.00
100K+ income	1,154,733	+15.00
150K+	438,234	+15.00
200K+	221,862	+15.00
250K+	104,469	+15.00
400K+	730,412	+15.00
500K+	862,317	+20.00
Travelers	51,768	+15.00

Net name arrangement (minimum 50,000), 85% plus 0 running charge.

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

Selections	Rate	Per	Unit	Note
Geo	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Home Value	\$15.00	M	extra	
Income	\$10.00	M	extra	
Age	\$7.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Interest/Lifestyle	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Net Worth	\$25.00	M	extra	
Occupation	\$15.00	M	extra	
Presence Of Children	\$10.00	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
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----- SUMMARY DESCRIPTION -----

High-income casino gamblers.

65% male, 35% female.

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

A PRIME CONSUMER MARKET, THESE HIGH ROLLERS HAVE NO PROBLEM SPENDING LARGE SUMS OF MONEY TO ENHANCE THEIR LEISURE TIME. ALTHOUGH LOOKING FOR THE THRILL OF THE BIG WIN, THESE RISK-TAKERS ENJOY THE EXCITEMENT OF CASINO GAMBLING AND CAN AFFORD LOSING A LITTLE IF IT ISN'T IN THE CARDS THAT NIGHT.

'CASINO ROYALE' IS A DATAMATRIX MULTI-SOURCED LIST THAT PROVIDES ACCESS TO A PREMIER MARKET, ALL WITH OVER 75,000 HHI AND A HIGH STAKES LIFESTYLE. THESE BIG SPENDERS ARE A PERFECT MARKET FOR MONEY MAKING AND INVESTMENT OPPORTUNITIES, INSURANCE OFFERS, AND COUNTLESS BIG TICKET ITEMS SUCH AS BOATS/YACHTS, HIGH-END AUTOMOBILES, VACATION PROPERTY/HOMES, EXPENSIVE JEWELRY, AND EVEN PLANES! YOUR TARGET MARKET CAN BE FURTHER IDENTIFIED BY CHOOSING: OCCUPATION, CONTRIBUTORS (BY TYPE), COLLECTORS, INVESTORS, OR INTEREST IN TRAVEL, BOATING, SPORTS, FANTASY SPORTS WEBSITES, OUTDOORS, NEW TECHNOLOGY, HOME DECORATING/IMPROVEMENT, WINE, HEALTHY LIVING/EXERCISE, ETC.
AVERAGE INCOME:\$125,000.00

SRDS Classification

USA Consumer 549 Game Buyers, Contest and Puzzle Participants

----- LIST SOURCE -----

Source	Note
Direct Response	Lifestyle Questionnaire

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% broker commission.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
E-mail	\$50.00		fee	
Diskette	\$50.00		fee	

CD-ROM	\$50.00	fee
Cartridge	\$50.00	fee
FTP	\$50.00	fee

----- **RESTRICTIONS** -----

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

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

Updated monthly.