

Casino Royale-Wealthy Gamblers

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 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, OUTDOORS, NEW TECHNOLOGY, HOME DECORATING/IMPROVEMENT, WINE, HEALTHY LIVING/EXERCISE, ETC.
AVERAGE INCOME:\$125,000.00

65% male, 35% 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	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
Travelers	51,768	+15.00

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

OTHER SELECTIONS

Selections	Rate	Per
Geo	\$5.00	M
Home Owner	\$15.00	M
Home Value	\$15.00	M
Income	\$7.00	M
Age	\$7.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Interest/Lifestyle	\$15.00	M
Marital Status	\$10.00	M
Net Worth	\$25.00	M
Occupation	\$15.00	M
Presence Of Children	\$10.00	M
30 Day Hotline	\$15.00	M
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
Presence Of Children	\$10.00	M
Key Coding	\$3.00	M

LIST SOURCE

	Note
Direct Response	Lifestyle Questionnaire

METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	M
E-mail	\$50.00	
Diskette	\$50.00	
CD-ROM	\$50.00	
Cartridge	\$50.00	
FTP	\$50.00	

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% broker commission.

RESTRICTIONS

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

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