

## Consumer Masterfile DM

### DATACARD DESCRIPTION

THIS MASTERFILE DELIVERS MARKETERS ACCESS TO ONE OF THE MOST CURRENT AND COMPLETE LISTINGS OF CONSUMERS ACROSS AMERICA. OUR UNIQUE DATABASE IS SOURCED FROM QUESTIONAIRES, VARIOUS REGISTRATIONS, CENSUS DATA, AND OTHER PUBLIC AND PROPRIETARY SOURCES. WITH OVER 500 DEMOGRAPHIC AND LIFESTYLE SEGMENTS, MAILERS HAVE THE ABILITY TO TARGET A SPECIFIC CUSTOMER PROFILE. THIS LIST IS AN ESSENTIAL COMPONENT OF ANY DIRECT MAIL OR TELEMARKEING CAMPAIGN. THESE CONSUMERS ARE EXCEPTIONAL PROSPECTS FOR MANY INDUSTRIES INCLUDING AUTOMOTIVE, CREDIT CARDS, FINANCIAL INSTITUTIONS, INSURANCE, MAIL ORDER CATALOGS AND TRAVEL.

50% male, 50% female.

### SELECTIONS WITH COUNTS

**Minimum order 250.00 or 3,000**

**Counts Thru: Jul 2010**

**UPDATED** Jul 27, 2010  
**DATE VERIFIED** Jul 27, 2010

<b>Selections</b>	<b>Counts</b>	<b>Price per/M</b>
Universe	185,681,995	\$50.00
Total households	96,418,596	\$50.00
Mail order buyers	81,495,025	+15.00
Presence of children	38,146,875	+10.00
Net name arrangement (minimum 25,000), 85%.		

### OTHER SELECTIONS

<b>Selections</b>	<b>Rate</b>	<b>Per</b>
Education	\$15.00	M
Age	\$7.00	M
Age Of Children	\$15.00	M
Credit Card (type Available)	\$15.00	M
Donor (type Available)	\$15.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Home Owner	\$15.00	M
House Value	\$15.00	M
Income Select	\$7.00	M
Investors	\$15.00	M
Lifestyle Select	\$20.00	M
Marital Status	\$10.00	M
Net Worth	\$25.00	M
Occuoation	\$15.00	M
Presence Of Children	\$10.00	M
Key Coding	\$3.00	M

### LIST SOURCE

	<b>Note</b>
Compiled	Lists

### METHOD OF ADDRESSING

<b>Available Media</b>	<b>Rate</b>	<b>Per</b>
Pressure Sensitive Labels	\$15.00	M
E-mail	\$50.00	
CD-ROM	\$50.00	
Cartridge	\$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 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](mailto:sales@datamatrixlists.com) Key Contact Email

**MID**

884956

000