

# Consumer Masterfile DM

MID: 884956-000

----- 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
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 -----

Selections	Rate	Per	Unit	Note
Education	\$15.00	M	extra	
Age	\$7.00	M	extra	
Age Of Children	\$15.00	M	extra	
Credit Card (type Available)	\$15.00	M	extra	
Donor (type Available)	\$15.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
House Value	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Investors	\$15.00	M	extra	
Lifestyle Select	\$20.00	M	extra	
Marital Status	\$10.00	M	extra	
Net Worth	\$25.00	M	extra	
Occuoation	\$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](mailto:sales@datamatrixlists.com)

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	<a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a>

----- SUMMARY DESCRIPTION -----

Consumers across America.  
 50% male, 50% female.

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

THIS DATAMATRIX MASTERFILE DELIVERS MARKETERS ACCESS TO ONE OF THE MOST CURRENT AND COMPLETE LISTINGS OF CONSUMERS ACROSS AMERICA. OUR UNIQUE DATABASE IS SOURCED FROM QUESTIONNAIRES, 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 TELEMARKETING CAMPAIGN. THESE CONSUMERS ARE EXCEPTIONAL PROSPECTS FOR MANY INDUSTRIES INCLUDING AUTOMOTIVE, CREDIT CARDS, FINANCIAL INSTITUTIONS, INSURANCE, MAIL ORDER CATALOGS AND TRAVEL.

SRDS Classification

USA	Consumer	552	General
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----- LIST SOURCE -----

Source	Note
Compiled	Lists

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

15% commission to agencies. 30% commission to brokers.

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

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
E-mail	\$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 allowed. Telemarketing is allowed.

----- UPDATE SCHEDULE -----

Updated monthly.