

Express To SOHO Owners

DATACARD DESCRIPTION

THESE SMALL OR HOME OFFICE PROPRIETORS ARE DEDICATED TO THEIR JOBS, BECAUSE THEY'RE NOT JUST AN EMPLOYEE, BUT ALSO THE OWNER. WITH THEIR DECISION-MAKING AUTHORITY, THESE HARD-WORKING CONSUMERS REGULARLY PURCHASE AN ARRAY OF ITEMS TO EXPAND THEIR BUSINESS AND GENERATE MORE REVENUE. THEY ARE RECEPTIVE TO ANY OFFER THAT WILL ENRICH THEIR LIFESTYLE AND ENABLE THEM TO EXPAND THEIR SMALL OR HOME OFFICE. 90% OF THESE COMPANIES HAVE LESS THAN 10 EMPLOYEES AND ARE ALWAYS SEARCHING FOR WAYS TO EXPAND EARNING POTENTIAL BY PARTNERING WITH OTHER BUSINESSES. SMALL BUSINESS OWNERS RELY HEAVILY ON OUTSIDE RESOURCES TO FULFILL THEIR NEEDS FOR OFFICE SUPPLIES AND COMPUTERS, AS WELL AS SERVICES LIKE PAYROLL, ADVERTISING, PUBLIC RELATIONS, TECHNICAL SUPPORT AND ACCOUNTING. IN ADDITION, THESE SOHO INDIVIDUALS STRIVE TO KEEP THEIR BUSINESS CURRENT BY SUBSCRIBING TO INDUSTRY PUBLICATIONS, ATTENDING TRADE SEMINARS, AND SEEKING OPPORTUNITIES FOR PROFESSIONAL DEVELOPMENT.

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
Universe	8,651,478	\$70.00
Woman owned	1,361,578	+15.00
Minority owned	365,428	+15.00

Net name arrangement (minimum 25,000), 85%.

OTHER SELECTIONS

Selections	Rate	Per
Bus/Industry Type	\$5.00	M
Contact Name	\$25.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
# Employees	\$10.00	M
Phone Number	\$15.00	M
\$ Volume	\$10.00	M
Key Coding	\$3.00	M
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M

LIST SOURCE

	Note
Controlled Circ	Government Records

METHOD OF ADDRESSING

Available Media	Rate	Per
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 and 10% commission to managers.

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 Key Contact Email

MID

886690

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