

Express To SOHO Owners

MID: 886690-000

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

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

Small business owners who are in need of office supplies and business services like payroll or technical support. 65% male, 35% female.

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

THESE SMALL OR HOME OFFICE PROPRIETORS AVAILABLE FROM DATAMATRIX LISTS 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.

SRDS Classification

USA Business 316 Small Office/Home Office

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

Source	Note
Controlled Circ	Government Records

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

15% commission to agencies. 30% commission to brokers and 10% commission to managers.

----- 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.