

Family Businesses

DATACARD DESCRIPTION

FAMILY OWNED BUSINESSES ARE A UNIQUE SET OF COMPANIES, SINCE THE OPERATION OF THE BUSINESS BECAME A VITAL PART OF THE FAMILY'S LIVELIHOOD AND IS OFTEN AT THE CENTER OF THEIR LIFESTYLES. THESE HARD WORKING FAMILIES 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 COMPANY. FAMILY BUSINESSES RELY HEAVILY ON OUTSIDE RESOURCES TO FULFILL THEIR NEEDS FOR SERVICES LIKE PAYROLL, ADVERTISING/MARKETING, TECHNICAL SUPPORT AND ACCOUNTING. IN ADDITION, THESE BUSINESS OWNERS STRIVE TO KEEP THEMSELVES CURRENT BY SUBSCRIBING TO INDUSTRY PUBLICATIONS, ATTENDING TRADE SEMINARS, AND SEEKING OPPORTUNITIES FOR PROFESSIONAL DEVELOPMENT. EXCELLENT PROSPECTS FOR INVESTMENT AND INSURANCE OFFERS AS WELL.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
Selections	Counts	Price per/M
Total universe	1,138,963	\$65.00
Female as primary owner	23,364	+15.00
1-9 employees	317,897	+10.00
10-49	330,852	+10.00
50-99	108,495	+10.00
100+	342,496	+10.00
85% net name on all orders of 25,000 or more.		

OTHER SELECTIONS

Selections	Rate	Per
SIC	\$5.00	M
Bus/Industry Type	\$5.00	M
Geo Select	\$5.00	M
Decision Maker Contact	\$25.00	M
Minority/Female Owned	\$15.00	M
# Employees	\$10.00	M
Phone Number	\$15.00	M
\$ Volume	\$10.00	M
Key Coding	\$3.00	M

LIST SOURCE

Compiled	Note Government Records
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METHOD OF ADDRESSING

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

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% broker commission.

RESTRICTIONS

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

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