

Datamatrix 2017



First Responders - Police and Firefighters

A comprehensive listing of Police and Firefighters at their home address. 30% BROKER COMMISSION!



ID NUMBERS

Manager ID
NextMark ID
mIn ID
SRDS ID

216155
347554
886686-000

MEDIA TYPE

Consumer  

SOURCE

Government records, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
 New to Manager
 Counts Through **09/27/2017**

DATA CARD MAINTENANCE

New To System **08/29/2007**
 Last Update **09/27/2017**
 Next Update **12/29/2017**
 Update Frequency **QUARTERLY**

SEGMENTS

| | | |
|--------|--------------------------------|-------------|
| 85,995 | Total Universe / Universe Rate | \$70.00/M |
| 48,789 | Police Officers | \$75.00/M |
| 36,522 | Firefighters | \$75.00/M |
| 4,237 | Minorities | + \$15.00/M |

DESCRIPTION

Police and Firefighters are an essential part of every community across the country. Everyday they risk their lives to prevent crime, extinguish devastating fires, protect life and property, and preserve the peace through their vigilant service. These valued individuals have dedicated their lives to insuring our families and homes remain safe and secure. In addition to safeguarding our communities, police and fire officials educate our young about fire prevention and the dangers of drugs. The information in this extensive database was obtained through census data, lifestyle questionnaires and other proprietary sources. Even though these dedicated public servants are seen as superheroes by many, they still require a variety of goods and services like any other citizen. This list is essential for any campaign dealing with investment and insurance offers, fitness magazines, gym memberships, continuing education opportunities, uniform and weapons suppliers or any other consumer offer that will help our civil servants perform at their best.

SELECTS

| | |
|----------------------|------------------|
| AGE | \$7.00/M |
| AGE OF CHILDREN | \$15.00/M |
| ETHNICITY | \$15.00/M |
| GENDER/SEX | \$10.00/M |
| GEO SELECT | \$5.00/M |
| HOME OWNER | \$15.00/M |
| INCOME SELECT | \$7.00/M |
| LIFESTYLE SELECT | \$15.00/M |
| MARITAL STATUS | \$10.00/M |
| PRESENCE OF CHILDREN | \$10.00/M |

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity **3,000**
 Minimum Price **\$0.00**

COMMISSIONS

Broker **30%**
 Agency **15%**

NET NAME ARRANGEMENTS

Net Name is allowed
 Floor **85%**
 Minimum Quantity **25,000**
 Run Charges **\$10.00/M**

MANAGER

Datamatrix Lists
<http://www.datamatrixlists.com>

GENDER

Male
Female

85%
15%

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed

Minimum Quantity **0**
Run Charge

CANCELLATION

Charges

KEY CODING

Key Coding is available

Charges **\$3.00/M**

ADDRESSING

EMAIL **\$50.00/F**
FTP **\$75.00/F**

SPECIAL INSTRUCTIONS**CONTACTS**

| Contact Name | Role | Email | Phone | Fax |
|-----------------------------------|------------------|---------------------------|----------------|-----|
| ★ Joe Borelli Datamatrix Lists | Dir of List Mgmt | sales@datamatrixlists.com | (732) 940-1500 | |

★ = Primary contact