

First Responders - Police and Firefighters

MID: 886686-000

----- SRDS UPDATED/CONFIRMED -----
 Jun 2, 2011

----- SELECTIONS WITH COUNTS -----
 Counts Thru: Jun 2011

Minimum order 3,000.

Selections	Counts	Price per/M
Total universe	85,995	\$70.00
Police officers	48,789	\$70.00
Firefighters	36,522	\$70.00
Minorities	4,237	+15.00

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

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
Age	\$7.00	M	extra	
Age Of Children	\$15.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Homeowner	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	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

Contact Title Phone Fax E-mail

List Manager	732-	732-	sales@datamatrixlists.com
	940-	940-	
	1500	1501	

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

Police and firefighters at their home address.
 85% male, 15% female.

----- DATACARD 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 EDUCATED 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.

SRDS Classification

USA Business 267 Police, Detective & Security

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

Source	Note
Controlled Circ	Government Records

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

15% commission to agencies. 10% commission to managers.
 30% broker commission.

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

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	

Cartride	\$50.00	fee
CD-ROM	\$50.00	fee
E-mail	\$50.00	fee
FTP	\$50.00	fee

----- **UPDATE SCHEDULE** -----

Updated monthly.