

First Responders - Police and Firefighters

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.

85% male, 15% female.

SELECTIONS WITH COUNTS

Minimum order 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
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
Age	\$7.00	M
Age Of Children	\$15.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Homeowner	\$15.00	M
Income Select	\$7.00	M
Lifestyle Select	\$15.00	M
Marital Status	\$10.00	M
Presence Of Children	\$10.00	M
Key Coding	\$3.00	M

LIST SOURCE

Controlled Circ	Note Government Records
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METHOD OF ADDRESSING

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

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

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

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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