

# Datamatrix 2017



## First Responders - Police and Firefighters

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



### 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

### ID NUMBERS

<b>Manager ID</b>	<b>216155</b>
<b>NextMark ID</b>	<b>347554</b>
<b>mIn ID</b>	<b>886686-000</b>
<b>SRDS ID</b>	<b>886686-000</b>

### MEDIA TYPE

**Consumer**  

### SOURCE

Government records, Compiled lists

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry  
New to Manager  
Counts Through **01/01/2018**

### DATA CARD MAINTENANCE

New To System **08/29/2007**  
Last Update **01/08/2018**  
Next Update **03/31/2018**  
Update Frequency **QUARTERLY**

### 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	<b>\$7.00/M</b>
AGE OF CHILDREN	<b>\$15.00/M</b>
ETHNICITY	<b>\$15.00/M</b>
GENDER/SEX	<b>\$10.00/M</b>
GEO SELECT	<b>\$5.00/M</b>
HOME OWNER	<b>\$15.00/M</b>
INCOME SELECT	<b>\$7.00/M</b>
LIFESTYLE SELECT	<b>\$15.00/M</b>
MARITAL STATUS	<b>\$10.00/M</b>
PRESENCE OF CHILDREN	<b>\$10.00/M</b>

### 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>

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**GENDER**

Male

**85%**

Female

**15%**

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**EXCHANGES****Exchange is not allowed**

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**REUSE****Reuse is allowed**

Minimum Quantity

**0**

Run Charge

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**CANCELLATION**

Charges

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**KEY CODING****Key Coding is available**

Charges

**\$3.00/M**

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**ADDRESSING**

EMAIL

**\$50.00/F**

FTP

**\$75.00/F**

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**SPECIAL INSTRUCTIONS**

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**CONTACTS**

Contact Name

Role

Email

Phone

Fax

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