

Garden and Landscaping Professionals

MID: 888375-000

----- SRDS UPDATED/CONFIRMED -----

Jun 2, 2011

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
Universe	315,336	\$60.00
Phones	312,509	+15.00
Landscape contractors	81,562	+5.00
Florists	45,207	+5.00
Lawn/grounds maintenance	29,265	+5.00
Tree services	22,439	+5.00
Nurseries	16,436	+5.00
Net name arrangement (minimum 25,000), 85%.		

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

Selections	Rate	Per	Unit	Note
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
Annual Sales Volume	\$10.00	M	extra	
Bus/Industry Type	\$5.00	M	extra	
Contact Name	\$25.00	M	extra	
Credit Rating	\$15.00	M	extra	
Female/Minority Owned	\$15.00	M	extra	
Geo Select	\$5.00	M	extra	
# Employees	\$10.00	M	extra	
Phone Number	\$15.00	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		732-940-1500	732-940-1501	sales@datamatrixlists.com

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

Landscaping and floral businesses in America.
 80% male, 20% female.

----- DATACARD DESCRIPTION -----

MAKE OTHER MARKETERS GREEN WITH ENVY BY UTILIZING THIS COMPREHENSIVE DATABASE OF HORTICULTURAL BUSINESSES IN AMERICA. WITH 95% OF THESE BUSINESSES EMPLOYING LESS THAN 50 PEOPLE, THEY DEPEND ON THE GOODS AND SERVICES OF OTHER COMPANIES SO THEY CAN FOCUS ON USING THEIR GREEN THUMB TO ENHANCE THE SURROUNDINGS OF RESIDENTIAL AND OFFICE BUILDINGS. THESE BUSINESSES ARE PRIME CANDIDATES FOR ANY DIRECT MAIL OR TELEMARKETING CAMPAIGN DEALING WITH LAWNMOWER OR OTHER EQUIPMENT MANUFACTURERS, LAWN AND GARDEN SUPPLY STORES, BUSINESS INSURANCE, LINES OF CREDIT, HORTICULTURE PERIODICALS, NURSERY WHOLESALERS, AS WELL AS GENERAL SMALL BUSINESS NEEDS LIKE ACCOUNTING, ADVERTISING, PAYROLL AND COMPUTER ASSISTANCE.

SRDS Classification

USA Business 179 Landscape, Garden Supplies, Seed & Nursery Trade

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

Source	Note
Compiled	Directories

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

15% commission to agencies. 30% commission to brokers; 10% commission to managers.

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

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

----- RESTRICTIONS -----

Net name is allowed. Exchange is not allowed. Reuse is allowed.
 Telemarketing is allowed.

----- UPDATE SCHEDULE -----

Updated monthly.