

Garden and Landscaping Professionals

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.

80% male, 20% female.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
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
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
Annual Sales Volume	\$10.00	M
Bus/Industry Type	\$5.00	M
Contact Name	\$25.00	M
Credit Rating	\$15.00	M
Female/Minority Owned	\$15.00	M
Geo Select	\$5.00	M
# Employees	\$10.00	M
Phone Number	\$15.00	M
Key Coding	\$3.00	M

LIST SOURCE

Compiled	Note Directories
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METHOD OF ADDRESSING

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

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

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

RESTRICTIONS

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

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

888375

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