

Graduation Time

MID: 890361-000

----- 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	3,924,984	\$70.00
30 Day Hotline	86,026	+15.00
3 Month Hotline	284,021	+10.00
6 Month Hotline	439,242	+5.00
Income \$100K+	1,067,354	+15.00
Income \$125K+	674,251	+15.00

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

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

Selections	Rate	Per	Unit	Note
Ethnicity	\$15.00	M	extra	
Gender Of Child	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Home Value	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Number Of Children	\$15.00	M	extra	
Respondent Age	\$7.00	M	extra	
Spoken Language	\$15.00	M	extra	
30 Day Hotline	\$15.00	M	extra	
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	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 -----

Households with children approaching high school graduation.

50% male, 50% female.

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

HIGH SCHOOL GRADUATION IS A MAJOR TURNING POINT IN ONE'S LIFE, AND LIKE MOST TRANSITIONS, IS ACCOMPANIED BY INCREASED SPENDING FOR VARIOUS REASONS. FOR MANY, THIS EVENT SIGNALS THAT COLLEGE LIFE IS AROUND THE CORNER, CARRYING THE MANY NECESSARY EXPENSES THAT COME ALONG WITH THAT CHOICE: DORMS MUST BE FURNISHED, TUITION AND BOOKS MUST BE PAID FOR. THESE HEAVY EXPENSES MAKE THIS GROUP THE PERFECT CANDIDATES FOR LOANS. IT IS ALSO A TYPICAL TIME FOR YOUNG ADULTS TO ACQUIRE THEIR FIRST CREDIT CARD. ADDITIONALLY, PARENTS WANT TO REWARD THEIR ACHIEVEMENTS WITH A GRADUATION PRESENT, WHICH IS OFTEN A HIGH TICKET ITEM SUCH AS A VACATION, NEW CAR, COMPUTER/LAPTOP, OTHER ELECTRONICS, ETC. THE EXCITEMENT OF THIS ACCOMPLISHMENT OFTEN CREATES A SITUATION WHERE COST IS NOT A CONCERN.

SRDS Classification

USA Consumer 521 College & Alumni

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

Source	Note
Compiled	Government Records

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

15% commission to agencies. 30% commission to brokers.

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

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

----- **RESTRICTIONS** -----

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

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

Updated monthly.