

## Home Office Careers

### DATACARD DESCRIPTION

WORKING FROM THEIR HOME OFFICE ALLOWS THESE INDUSTRIOUS WORKERS TO PERFORM THE ESSENTIAL FUNCTIONS FOR THEIR JOBS FROM THE COMFORT OF THEIR OWN HOME. THESE CONSUMERS ARE CONSTANTLY IN NEED OF MANY GOODS AND SERVICES TO KEEP THEIR OFFICE RUNNING SMOOTHLY. 85% OF THESE INDIVIDUALS ARE OVER THE AGE OF 25 AND 65% OF THESE HOME OFFICE WORKERS MAKE MORE THAN \$50,000. THEY SEEK SUBSCRIPTIONS TO TRADE PUBLICATIONS OR INFORMATION ON SEMINARS TO STAY CURRENT IN THEIR CHOSEN INDUSTRY. IN ADDITION, THEY NEED SUPPLIES FOR THEIR HOME OFFICE SUCH AS PAPER PRODUCTS, COMPUTERS, INTERNET AND PHONE CONNECTIONS, SMALL APPLIANCES, CREDIT CARD OFFERS AND ANY OTHER CONSUMER PRODUCTS AND SERVICES THAT WILL ENSURE THEIR OFFICE CONTINUES TO RUN EFFICIENTLY.

60% male, 40% female.

### SELECTIONS WITH COUNTS

|  |                      |                    |
|--|----------------------|--------------------|
| <b>Minimum order 3,000</b>                 | <b>UPDATED</b>       | Jul 27, 2010       |
| <b>Counts Thru: Jul 2010</b>               | <b>DATE VERIFIED</b> | Jul 27, 2010       |
| <b>Selections</b>                          | <b>Counts</b>        | <b>Price per/M</b> |
| Universe                                   | 19,614,752           | \$70.00            |
| Professionals                              | 12,156,914           | +15.00             |
| 3 month hotline                            | 691,587              | +10.00             |
| 6 month hotline                            | 1,284,618            | +5.00              |
| Net name arrangement (minimum 25,000), 85% |                      |                    |

### OTHER SELECTIONS

| Selections           | Rate    | Per |
|----------------------|---------|-----|
| Age                  | \$7.00  | M   |
| Ethnicity            | \$15.00 | M   |
| Gender               | \$10.00 | M   |
| Geo Select           | \$5.00  | M   |
| 30 Day Hotline       | \$15.00 | M   |
| 60 Day Hotline       | \$15.00 | M   |
| House Value          | \$15.00 | M   |
| Income Select        | \$7.00  | M   |
| Length Of Residence  | \$7.00  | M   |
| Lifestyle Select     | \$15.00 | M   |
| Marital Status       | \$10.00 | M   |
| Net Worth            | \$20.00 | M   |
| Occupation           | \$15.00 | M   |
| Presence Of Children | \$10.00 | M   |
| Key Coding           | \$3.00  | M   |

### LIST SOURCE

|          |             |
|----------|-------------|
| Compiled | <b>Note</b> |
|          | Lists       |

### METHOD OF ADDRESSING

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

### UPDATE SCHEDULE

Monthly

**COMMISSION, CREDIT POLICY**

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

**RESTRICTIONS**

Telemarketing is allowed. Reuse is allowed. Exchange is not allowed. Net name 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](mailto:sales@datamatrixlists.com) Key Contact Email

**MID**

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