

## Datamatrix 2017



### In the Waiting Room

Comprehensive list of various facilities with a waiting area present. 30% BROKER COMMISSION!



A division of Borelli Direct Marketing Inc.

#### SEGMENTS

3,042,877	Total Universe / Universe Rate	\$65.00/M
119,451	Auto Dealerships	+ \$5.00/M
79,047	Banks/Credit Unions	+ \$5.00/M
698,144	Corporate Waiting Rooms	+ \$5.00/M
17,625	Laundromats	+ \$5.00/M
301,738	Beauty Shops	+ \$5.00/M
41,398	Barber Shops	+ \$5.00/M
351,406	Automotive Repair Facilities	+ \$5.00/M
432,595	Doctor Offices	+ \$5.00/M
128,419	Dentist Offices	+ \$5.00/M
47,682	Chiropractors	+ \$5.00/M
19,817	Libraries	+ \$5.00/M

#### ID NUMBERS

<b>Manager ID</b>	<b>223450</b>
<b>NextMark ID</b>	<b>347564</b>
<b>mIn ID</b>	<b>890251-000</b>
<b>SRDS ID</b>	

#### MEDIA TYPE

**Business**

#### SOURCE

Directories, Multi Sourced, Compiled lists

#### GEOGRAPHY

USA

#### OPT-IN

#### MAINTENANCE

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

#### DATA CARD MAINTENANCE

New To System **12/21/2007**  
Last Update **01/08/2018**  
Next Update **03/31/2018**  
Update Frequency **QUARTERLY**

#### DESCRIPTION

The perfect resource for publishers or distributors of any magazine, newspaper, or informational literature. A comprehensive list of beauty parlors, barber shops, doctors, dentists, chiropractors, laundromats, automotive repair shops, libraries and various other facilities and offices. Each of these businesses has the need for assorted reading material to keep their customers occupied while they wait. As well, this list can be used as a resource for companies selling waiting room/office furniture, art, and any other products that can be displayed or utilized in a waiting room or office. 'In the Waiting Room' can be further broken down by specific business type, number of employees and sales volume.

#### SELECTS

ANNUAL SALES VOLUME	<b>\$10.00/M</b>
FEMALE OWNED	<b>\$15.00/M</b>
FIRST YEAR IN BUSINESS	<b>\$15.00/M</b>
GEO SELECT	<b>\$5.00/M</b>
MINORITY OWNED	<b>\$15.00/M</b>
NUMBER OF EMPLOYEES	<b>\$10.00/M</b>
PHONE NUMBER	<b>\$25.00/M</b>
SALES VOLUME	<b>\$10.00/M</b>
SIC CODE	<b>\$5.00/M</b>
TITLE/CONTACT NAME	<b>\$25.00/M</b>

#### AVERAGE INCOME

Value **not available**

#### MINIMUM ORDER

Minimum Quantity **3,000**  
Minimum Price **\$250.00**

#### 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>

#### GENDER

Male %  
Female %

#### EXCHANGES

**Exchange is not allowed**

#### REUSE

Visit our website at [www.datamatrixlists.com](http://www.datamatrixlists.com).

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**SELECTS**

DWELLING TYPE	<b>\$5.00/M</b>
INCOME SELECT	<b>\$7.00/M</b>
AGE	<b>\$7.00/M</b>
AGE OF CHILDREN	<b>\$15.00/M</b>
ETHNICITY	<b>\$20.00/M</b>
GENDER/SEX	<b>\$5.00/M</b>
GEO SELECT	<b>\$5.00/M</b>
HOME OWNER	<b>\$10.00/M</b>
HOME VALUE	<b>\$15.00/M</b>
DONOR (type available)	<b>\$15.00/M</b>
MARITAL STATUS	<b>\$10.00/M</b>
OCCUPATION	<b>\$10.00/M</b>
POLITICAL PARTY	<b>\$10.00/M</b>
PRESENCE OF CHILDREN	<b>\$10.00/M</b>
INTERESTS (Inquire)	<b>\$12.00/M</b>
HIGH INCOME (\$150K-\$1MM+)	<b>\$12.00/M</b>
PRODUCT BUYERS (Inquire)	<b>\$12.00/M</b>

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**MANAGER**

**Datamatrix Lists**  
<http://www.datamatrixlists.com>

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**GENDER**

Male	<b>55%</b>
Female	<b>45%</b>

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**AVERAGE INCOME**

Value **\$150,000.00**

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**MINIMUM ORDER**

Minimum Quantity  
 Minimum Price **\$0.00**

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**COMMISSIONS**

Broker **30%**  
 Agency **15%**

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**NET NAME ARRANGEMENTS**

**Net Name is allowed**  
 Floor **85%**  
 Minimum Quantity **25,000**  
 Run Charges **\$10.00/M**

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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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★ = Primary contact