

In The Waiting Room

MID: 890251-000

----- **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	3,042,877	\$65.00
Auto dealerships	119,451	+5.00
Banks/credit unions	79,047	+5.00
Corporate waiting rooms	698,144	+5.00
Laundromats	17,625	+5.00
Beauty shops	301,738	+5.00
Barber shops	41,398	+5.00
Automotive repair facilities	351,406	+5.00
Doctor offices	432,595	+5.00
Dentist offices	128,419	+5.00
Chiropractors	47,682	+5.00
Libraries	19,817	+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	
Female Owned	\$15.00	M	extra	
First Years In Business	\$15.00	M	extra	
Geo Select	\$5.00	M	extra	
Minority Owned	\$15.00	M	extra	
# Employees	\$10.00	M	extra	
SIC	\$5.00	M	extra	
Sales Volume	\$10.00	M	extra	
Title/Contact Name	\$25.00	M	extra	
Key Coding	\$2.00	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** -----

Various facilities with a waiting area present.

----- **DATA CARD DESCRIPTION** -----

COMPREHENSIVE LIST OF VARIOUS FACILITIES WITH A WAITING AREA PRESENT. 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 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.

SRDS Classification

USA Business 46 Business Firms (Manufacturing, Wholesale, Retail & Service)

----- **LIST SOURCE** -----

Source	Note
Compiled	Government Records

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

15% commission to agencies. 10% commission to managers. 30% broker commission.

----- **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	
FTP	\$50.00		fee	
CD-ROM	\$50.00		fee	
Cartridge	\$50.00		fee	

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

Exchange is not allowed; net name is allowed; reuse is allowed; telemarketing is allowed.

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

Updated monthly.