

Landshark Real Estate Investors

MID: 893226-000

----- 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	4,382,762	\$70.00
30 day hotline	122,636	+15.00
3 month hotline	227,185	+10.00
6 month hotline	347,942	+5.00

Net name arrangement (minimum 25,000), 85% 10.00/M run charges.

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

Selections	Rate	Per	Unit	Note
200K+	\$15.00	M	extra	
250K+	\$15.00	M	extra	
400K+	\$15.00	M	extra	
500K+	\$20.00	M	extra	
Education	\$15.00	M	extra	
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	\$10.00	M	extra	
Lifestyle Select	\$20.00	M	extra	
Marital Status	\$10.00	M	extra	
Number Of Children	\$15.00	M	extra	
Respondent Age	\$7.00	M	extra	
Net Worth	\$25.00	M	extra	
Key Coding	\$3.00	M	extra	
Run Charges	\$10.00	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 -----

Active real estate investors.

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

LANDSHARK HAS BROUGHT TOGETHER THIS LIST OF ACTIVE REAL ESTATE INVESTORS. WITH MEDIAN ANNUAL INCOME OVER \$100,000, THESE CONSUMERS ARE PERFECT FOR HIGH TICKET ITEMS SUCH AS CARS, BOATS, JEWELRY, AND TRAVEL OFFERS. THE MUST-HAVE LIST FOR ANY REAL ESTATE CAMPAIGN, AND SINCE ANY SAVVY INVESTOR KNOWS THAT A PORTFOLIO SHOULD BE DIVERSIFIED, THIS IS A PRIME MARKET FOR ALTERNATIVE INVESTMENT OPPORTUNITIES AS WELL. THIS IS AN EXCELLENT RESOURCE FOR PUBLICATION MAILINGS IN ADDITION TO CAMPAIGNS FOR ANY ITEMS CATERING TO THE AFFLUENT MARKET.

SRDS Classification

USA Consumer 563 Land & Real Estate Investors

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

Source	Note
Direct Response	

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

----- RESTRICTIONS -----

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

----- UPDATE SCHEDULE -----

Updated monthly.