

Security GUARD

Licensed security professionals at business or home address

SEGMENTS

278,865	TOTAL UNIVERSE / UNIVERSE RATE	\$75/M
0	Home Address	\$10/M
0	Business Address	\$10/M

ID NUMBERS

MANAGER	
NEXTMARK ID	278326
MIN ID	347572
SRDS ID	924680-000

MEDIA TYPE

Business and Consumer 

SOURCE

Government records, Compiled lists

GEOGRAPHY

United States

OPT-IN

MAINTENANCE

MARKET ENTRY	12/14/2009
NEW TO MANAGER	12/14/2009
COUNTS THROUGH	09/01/2014

DATA CARD MAINTENANCE

NEW TO SYSTEM	12/12/2009
LAST UPDATE	09/10/2014
NEXT UPDATE	12/31/2014
UPDATE FREQUENCY	Quarterly

DESCRIPTION

These licensed professionals are the quintessential hard working middle class consumer that is the strength of our economy. They can be found driving armored cars, working in banks or securing high priced merchandise. With average incomes in the \$30K-\$50K range, these individuals are perfect prospects for continued education, franchises, credit cards and business opportunities. As well, due to their unusual work hours, they are excellent consumers for catalogs, magazines, on-line shopping, cell phones, etc

PROFILE

SELECTS

Age Range	\$10/M
County	\$5/M
Home Owner	\$15/M
Household Income	\$10/M
SCF	\$5/M
State	\$5/M
Zip	\$5/M

MANAGER

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

GENDER

MALE	80%
FEMALE	20%

AVERAGE INCOME

VALUE **37,000**

MINIMUM ORDER

MINIMUM QUANTITY	3,000
MINIMUM PRICE	\$250

COMMISSIONS

BROKER	20%
AGENCY	15%

NET NAME ARRANGEMENTS

NET NAME IS ALLOWED

FLOOR	85
MINIMUM QUANTITY	25,000
RUN CHARGES	\$10/M

EXCHANGES

EXCHANGE IS NOT ALLOWED

REUSE

REUSE IS ALLOWED

MINIMUM QUANTITY	0
RUN CHARGE	\$0/M

CANCELLATION

CHARGES \$0/M

KEY CODING

KEY CODING IS AVAILABLE

CHARGES \$2/M

ADDRESSING

NTH NAME	\$0/M
HOME ADDRESS	\$10/M
EMAIL	\$50/F
CARRIER ROUTE	\$0/M
BUSINESS ADDRESS	\$10/M
FTP	\$75/F

SPECIAL INSTRUCTIONS

CONTACTS

CONTACT	ROLE	EMAIL	PHONE	FAX
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