

# Security Guard

MID: 924680-000

----- SRDS UPDATED/CONFIRMED -----

Jun 2, 2011

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 259.00 or 3,000.

Selections	Counts	Price per/M
Universe	278,865	\$75.00

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

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

Selections	Rate	Per	Unit	Note
Age Range	\$10.00	M	extra	
County	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Household Income	\$10.00	M	extra	
SCF	\$5.00	M	extra	
State	\$5.00	M	extra	
Zip	\$5.00	M	extra	
Key Coding	\$2.00	M	extra	
Business Address	\$10.00	M	extra	
Home Address	\$10.00	M	extra	
Carrier Route				
Nth Name				

----- 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](mailto:sales@datamatrixlists.com)

**Contact Title Phone Fax E-mail**

List Manager	732-	732-	<a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a>
	940-	940-	
	1500	1501	

----- SUMMARY DESCRIPTION -----

Licensed security professionals at business or home address.

80% male, 20% female.

----- DATACARD 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.  
 AVERAGE INCOME, \$37,000.00

**SRDS Classification**

USA Business 267 Police, Detective & Security

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

Source	Note
Compiled	Government Records

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

20% commission to brokers. 15% commission to agencies.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
E-mail	\$50.00		fee	
FTP	\$50.00		fee	
Diskette	\$50.00		fee	
CD ROM	\$50.00		fee	

----- RESTRICTIONS -----

Net name is allowed; exchange is not allowed; reuse is allowed; telemarketing is not allowed.

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

Updated quarterly.