

Shelter Magazine Prospects

DATACARD DESCRIPTION

'SHELTER' HAS COMPILED CONSUMERS, AT BUSINESS ADDRESS, WHO OWN OR PLAY A KEY ROLE AT COMPANIES EXCLUSIVE TO THE HOME AND GARDEN MARKETPLACE. THESE PROSPECTS ARE SO INTERESTED IN THIS FIELD THAT THEY CHOOSE TO MAKE IT THEIR PROFESSION, AND THEREFORE, HAVE A HIGHER TENDENCY TO RESPOND TO RELATED OFFERS. SELECTIONS INCLUDE TITLE, GENDER, COMPANY SIZE AND MORE. THIS DATABASE WAS PRIVATELY CREATED FOR SHELTER PUBLICATIONS, BUT IS ALSO PERFECT FOR FURNITURE, OUTDOOR AND HOUSEWARE CATALOGS, BUSINESS PRODUCTS, GENERAL INTEREST/LIFESTYLE PUBLICATIONS, CLOTHING, PERSONAL SERVICES, ETC.

SELECTIONS WITH COUNTS

| | | |
|---|----------------------|--------------------|
| Minimum order 250.00 or 3,000 | UPDATED | Jul 27, 2010 |
| Counts Thru: Jul 2010 | DATE VERIFIED | Jul 27, 2010 |
| Selections | Counts | Price per/M |
| Universe | 48,236 | \$65.00 |
| Net name arrangement (minimum 25,000), 85%. | | |

OTHER SELECTIONS

| Selections | Rate | Per |
|---------------------|---------|-----|
| 3 Month Hotline | \$10.00 | M |
| 6 Month Hotline | \$5.00 | M |
| Contact Name | \$25.00 | M |
| Female Owned | \$15.00 | M |
| Geo Select | \$5.00 | M |
| Minority Owned | \$15.00 | M |
| Number Of Employees | \$10.00 | M |
| Phone Number | \$15.00 | M |
| Sales Volume | \$10.00 | M |
| Key Coding | \$3.00 | M |

LIST SOURCE

| | Note |
|-----------------|----------------------|
| Controlled Circ | Professional Records |

METHOD OF ADDRESSING

| Available Media | Rate | Per |
|---------------------------|---------|-----|
| Pressure Sensitive Labels | \$15.00 | M |
| Diskette | \$50.00 | |
| E-mail | \$50.00 | |
| CD-ROM | \$50.00 | |
| Cartridge | \$50.00 | |
| FTP | \$50.00 | |

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to brokers; 10% commission to managers.

RESTRICTIONS

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

LIST MANAGER/OWNER

Datamatrix Lists List Manager

List Manager Key Contact Name
732-940-1500 Key Contact Phone

732-940-1501 Key Contact Fax
sales@datamatrixlists.com Key Contact Email

MID

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