

Sporting World - Affluent Sports Fans

DATACARD DESCRIPTION

THESE ACTIVE, AFFLUENT AND AVID FANS ARE EXTREMELY RECEPTIVE TO ANY OFFER FOR SPORTS MERCHANDISE OR MEMORABILIA, GENERAL SPORTING GOODS OR ATHLETIC GEAR. WITH MEDIAN ANNUAL INCOME OF \$100,000, THESE CONSUMERS ARE A PRIME MARKET FOR LARGE-SCREEN TELEVISIONS, STEREO EQUIPMENT AND OTHER ELECTRONICS WHICH WILL ENHANCE THEIR VIEWING EXPERIENCE, AS WELL AS OTHER HIGH TICKET ITEMS. THIS IS AN EXCELLENT RESOURCE FOR PUBLICATION MAILINGS IN ADDITION TO CAMPAIGNS FOR ANY ITEMS CATERING TO THE ACTIVE OR WEALTHY MARKETS.

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	4,241,926	\$70.00
Baseball	1,986,863	+7.00
Hockey	834,017	+7.00
Football	2,541,735	+7.00
Basketball	1,853,499	+7.00
Racing	998,593	+7.00
Soccer	152,542	+7.00
Tennis	148,598	+7.00
NASCAR	1,555,538	+7.00
Collect Sports Memorabilia	1,055,831	+7.00
Net name arrangement (minimum 25,000), 85%.		

OTHER SELECTIONS

Selections	Rate	Per
Ethnicity	\$15.00	M
Gender Of Child	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Home Owner	\$15.00	M
Home Value	\$15.00	M
Income Select	\$7.00	M
Lifestyle Select	\$15.00	M
Marital Status	\$10.00	M
Number Of Children	\$15.00	M
Respondent Age	\$7.00	M
Spoken Language	\$15.00	M
Key Coding	\$3.00	M

LIST SOURCE

Compiled	Note Lifestyle Questionnaire
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METHOD OF ADDRESSING

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

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

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

RESTRICTIONS

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