

# Sports & Recreation Businesses

MID: 890323-000

----- 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	72,851	\$60.00
Physical fitness facilities	40,072	+5.00
Bowling centers	5,961	+5.00
Auto racing facilities	1,920	+5.00
Soccer clubs	914	+5.00
Football clubs	671	+5.00
Baseball clubs	376	+5.00
Basketball clubs	292	+5.00
Ice hockey clubs	155	+5.00
Athletic membership organizations	2,347	+5.00
Batting cages	593	+5.00
Fishing parks	315	+5.00
Sports & rec camps	1,674	+5.00
Recreation centers	4,460	+5.00
Public golf courses	8,743	+5.00
Private golf courses	3,347	+5.00
Net name arrangement (minimum 25,000), 85%.		

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

Selections	Rate	Per	Unit	Note
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
Female Owned	\$15.00	M	extra	
Franchise	\$15.00	M	extra	
Geo Select	\$5.00	M	extra	
Minority Owned	\$15.00	M	extra	
Monthly Hotline	\$15.00	M	extra	
# Employees	\$10.00	M	extra	
Phone Number	\$15.00	M	extra	
\$ Volume	\$10.00	M	extra	
Title/Contact Name	\$25.00	M	extra	
Years In Business	\$15.00	M	extra	
Key Coding	\$3.00	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](mailto:sales@datamatrixlists.com)

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	<a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a>

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

Sports, fitness and recreation facilities and organizations.

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

LISTING OF SPORTS, FITNESS AND RECREATION FACILITIES AND ORGANIZATIONS. THESE VARIOUS SPORTING FACILITIES PROVIDE THE OPPORTUNITY FOR INDIVIDUALS TO STAY ACTIVE AND HEALTHY. MANY OF THE PEOPLE ON THIS LIST SPEND A GREAT DEAL OF TIME PARTICIPATING IN THEIR ATHLETIC HOBBIES AND THEREFORE CREATES AN IDEAL CHANCE FOR MARKETERS TO REACH THIS CONSUMER GROUP. A PERFECT RESOURCE FOR EXERCISE EQUIPMENT, WORKOUT/DIET/VITAMIN SUPPLEMENTS, HEALTH PUBLICATIONS, ATHLETIC GEAR AND OTHER SPORTING GOODS.

SRDS Classification

USA Business 317 Sporting Goods

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

Source	Note
Compiled	Multi-sourced

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

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

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

----- RESTRICTIONS -----

Exchange is not allowed. Reuse is allowed; net name is allowed.

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

Updated monthly.