

# Datamatrix 2017



## Today's Homeowners- Heating the Home

Homeowners selectable by type of heating used in the household. 30% BROKER COMMISSION!



### SEGMENTS

12,000,000	Total Universe / Universe Rate	\$95.00/M
2,260,000	Electric Heating	+ \$5.00/M
7,000,000	Gas Heating	+ \$5.00/M
1,000,000	Public Gas/Piped Gas	+ \$5.00/M
1,600,000	Oil	+ \$5.00/M
50,000	Solar	+ \$5.00/M

### ID NUMBERS

<b>Manager ID</b>	
<b>NextMark ID</b>	<b>401010</b>
<b>mIn ID</b>	
<b>SRDS ID</b>	

### MEDIA TYPE

<b>Consumer</b>	 
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### SOURCE

Government records, Direct response, Lifestyle questionnaire, Compiled lists

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	<b>12/04/2013</b>
New to Manager	
Counts Through	<b>01/01/2018</b>

### DATA CARD MAINTENANCE

New To System	<b>12/04/2013</b>
Last Update	<b>01/08/2018</b>
Next Update	<b>03/31/2018</b>
Update Frequency	<b>QUARTERLY</b>

### DESCRIPTION

'Today's Homeowners- Heating the Home' delivers marketers access to one of the most current and complete listings of homeowners based on the heating type used in the household. This database is sourced from property deed records, county court house filings, and survey/responder data. The file is NCOA'd quarterly, and new records are added on a monthly basis.

### SELECTS

Geo/Geographical	<b>\$5.00/M</b>
Income	<b>\$5.00/M</b>
Age	<b>\$5.00/M</b>
Length of Residence	<b>\$5.00/M</b>
Presence of Child	<b>\$5.00/M</b>
Phone Number	<b>\$25.00/M</b>

### AVERAGE INCOME

Value	<b>not available</b>
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### MINIMUM ORDER

Minimum Quantity	<b>3,000</b>
Minimum Price	<b>\$250.00</b>

### COMMISSIONS

Broker	<b>30%</b>
Agency	<b>15%</b>

### MANAGER

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

### NET NAME ARRANGEMENTS

<b>Net Name is allowed</b>	
Floor	<b>85%</b>
Minimum Quantity	<b>50,000</b>
Run Charges	<b>\$10.00/M</b>

### GENDER

Male	<b>50%</b>
Female	<b>50%</b>

### EXCHANGES

**Exchange is not allowed**

### REUSE

**Reuse is not allowed**

### CANCELLATION

Charges

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**KEY CODING****Key Coding is available**

Charges

**\$3.00/M**

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**ADDRESSING**

EMAIL

**\$50.00/F**

FTP

**\$75.00/F**

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**SPECIAL INSTRUCTIONS**

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**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact