

## Todays Technology By CRN

### DATACARD DESCRIPTION

IN TODAY'S FAST-PACED WORLD, IT IS ESSENTIAL FOR PEOPLE OF ALL AGES TO KEEP UP ON EMERGING TECHNOLOGIES. THESE CONSUMERS ARE CONSTANTLY SEEKING THE NEWEST SOFTWARE OR DIGITAL DEVICES TO STAY AT THE FOREFRONT OF OUR TECHNO-SAVVY SOCIETY. CRN'S TECHNOLOGY DATABASE IS FULL OF AMERICANS WHO HAVE INDICATED THEIR INTEREST IN NEW TECHNOLOGIES, UPDATES FOR COMPUTERS OR ELECTRONICS, DIGITAL MUSIC, VIDEO AND INTERNET GAMES, TELEVISION PROGRAMMING AND WIRELESS PHONE OFFERS. THESE CONSUMERS ENJOY USING TECHNOLOGY AND ARE ALWAYS ON THE LOOKOUT FOR THE NEXT BIG SENSATION TO HIT THE MARKET. CONSUMERS ON THIS LIST PROVIDED INFORMATION ABOUT THEIR COMPUTER AND ELECTRONICS USAGE BY COMPLETING QUESTIONNAIRES OR SURVEYS FOR VARIOUS PRODUCTS AND SERVICES. THIS FILE IS A VITAL RESOURCE FOR ANY CAMPAIGN DEALING WITH TECHNOLOGY PUBLICATIONS, MAIL ORDER CATALOGS, ELECTRONICS RETAIL STORES, TELEVISION OR WIRELESS PHONE OFFERS, MAIL-ORDER OR ONLINE MUSIC CLUBS, CREDIT CARD OFFERS, INTERNET SERVICE PROVIDERS OR OTHER PRODUCTS AND SERVICES THAT WILL KEEP THESE CONSUMERS AS UP TO DATE AS POSSIBLE.

50% male, 50% female.

### SELECTIONS WITH COUNTS

**Minimum order 250.00 or 3,000**

**Counts Thru: Jul 2010**

**UPDATED** Jul 27, 2010  
**DATE VERIFIED** Jul 27, 2010

<b>Selections</b>	<b>Counts</b>	<b>Price per/M</b>
Universe	38,938,782	\$70.00
Home stereo	3,286,712	+15.00
Internet Users by connection type	2,153,495	+15.00
Buy videos/DVDs	2,573,172	+15.00
Purchased New Electro nics	19,040,531	+15.00
Video Game Players	5,913,647	+15.00
Cable TV	2,703,194	+15.00
HDTV	4,091,653	+15.00
Satellite TV	4,631,251	+15.00
Intend to Purchase HDTV/satellite TV	4,261,328	+15.00

Net name arrangement (minimum 25,000), 85% plus.

### OTHER SELECTIONS

<b>Selections</b>	<b>Rate</b>	<b>Per</b>
Age	\$7.00	M
Age Of Children	\$15.00	M
Credit Card	\$15.00	M
Donor (type Available)	\$15.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Hotline	\$15.00	M
House Value	\$15.00	M
Income Select	\$7.00	M
Lifestyle Select	\$15.00	M
Marital Status	\$10.00	M
Occupation	\$15.00	M
Presence Of Children	\$10.00	M
Primary Interest	\$15.00	M
Key Coding	\$3.00	M
3 Month Hotline	\$10.00	M

### LIST SOURCE

**Note**

Direct Response

Lifestyle Questionnaire

**METHOD OF ADDRESSING**

<b>Available Media</b>	<b>Rate</b>	<b>Per</b>
Pressure Sensitive Labels	\$15.00	M
Diskette	\$50.00	
E-mail	\$50.00	
CD Rom	\$50.00	
FTP	\$50.00	

**UPDATE SCHEDULE**

Monthly

**COMMISSION, CREDIT POLICY**

15% commission to agencies. 10% commission to managers. 30% broker commission.

**RESTRICTIONS**

Telemarketing is allowed. Reuse is allowed. Exchange is not allowed. Net name 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](mailto:sales@datamatrixlists.com) Key Contact Email

**MID**

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