

Todays Technology By CRN

MID: 886732-000

----- 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	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 -----

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

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	sales@datamatrixlists.com

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

Americans who have indicated their interest in new technologies, updates for computer or electronics, digital music, video and internet games, television programming and wireless phone offers.
 50% male, 50% female.

----- 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.

SRDS Classification

USA Consumer 558A Home Computers and Software

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

Source	Note
Direct Response	Lifestyle Questionnaire

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

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

----- 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
CD Rom	\$50.00		fee
FTP	\$50.00		fee

----- RESTRICTIONS -----

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

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

Updated monthly.