

# Datamatrix 2017



## True Patriots - Military Veterans Enhanced

Listing of Military Veterans In America who are 100% Mail Order Buyers . 30% BROKER COMMISSION!



### SEGMENTS

10,194,712	Total Universe / Universe Rate	\$65.00/M
1,003,558	Mail Order Donors	+ \$10.00/M
379,802	Hispanic	+ \$15.00/M
2,351,668	Income: <\$30,000	+ \$7.00/M
2,439,677	Income: \$30,000-\$50,000	+ \$7.00/M
2,522,014	Income: \$50,000-\$75,000	+ \$7.00/M
1,357,220	Income: \$75,000-\$100,000	+ \$7.00/M
1,523,341	Income: \$100,000+	+ \$7.00/M
2,076,692	Presence of Children	+ \$10.00/M
185,662	1 Month Hotline	+ \$15.00/M
635,021	3 Month Hotline	+ \$10.00/M
961,956	6 Month Hotline	+ \$5.00/M

### ID NUMBERS

<b>Manager ID</b>	<b>225239</b>
<b>NextMark ID</b>	<b>347580</b>
<b>mIn ID</b>	<b>893037-000</b>
<b>SRDS ID</b>	<b>893037-000</b>

### MEDIA TYPE

**Consumer**

### SOURCE

Multi Sourced, Compiled lists, Survey Data

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry  
New to Manager  
Counts Through **01/01/2018**

### DATA CARD MAINTENANCE

New To System **01/21/2008**  
Last Update **01/08/2018**  
Next Update **03/31/2018**  
Update Frequency **QUARTERLY**

### DESCRIPTION

True Patriots is uniquely comprised of 100% Mail Order Buyers who have served in the armed services and is enhanced with numerous lifestyle and demographic selections. Military veterans make up a unique consumer group in America. These patriotic citizens take great pride in the fact that they were a part of the United States military, fighting for the freedoms and values of this country. Although no longer in the military, these individuals still keep their patriotic values close to their hearts. Excellent prospects for patriotic mail order catalogs, investment and insurance opportunities, credit card offers, or any fundraising campaign dealing with issues facing America. As well, many soldiers use the armed services as a way to further their careers outside of the military. This makes this group ideal for continued education courses or career training.

### SELECTS

AGE	<b>\$7.00/M</b>
ETHNICITY	<b>\$15.00/M</b>
GENDER/SEX	<b>\$10.00/M</b>
GEO SELECT	<b>\$5.00/M</b>
HOME OWNER	<b>\$15.00/M</b>
INCOME SELECT	<b>\$7.00/M</b>
LIFESTYLE SELECT	<b>\$15.00/M</b>
MARITAL STATUS	<b>\$10.00/M</b>
PRESENCE OF CHILDREN	<b>\$10.00/M</b>

### AVERAGE INCOME

Value **not available**

### MINIMUM ORDER

Minimum Quantity **3,000**  
Minimum Price **\$250.00**

### COMMISSIONS

Broker **30%**  
Agency **15%**

### MANAGER

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

### NET NAME ARRANGEMENTS

**Net Name is allowed**  
Floor **85%**  
Minimum Quantity **25,000**  
Run Charges **\$10.00/M**

### GENDER

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

### EXCHANGES

**Exchange is not allowed**

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**REUSE**

**Reuse is allowed**

Minimum Quantity **0**  
Run Charge

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**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