

True Patriots - Military Veterans Enhanced

MID: 893037-000

----- 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	10,194,712	\$65.00
Mail order donors	1,003,558	+10.00
Hispanic	379,802	+15.00
Income: less than 30,000.00	2,351,668	+7.00
Income: 30,000.00-50,000.00	2,439,677	+7.00
Income: 50,000.00-75,000.00	2,522,014	+7.00
Income: 75,000.00-100,000.00	135,220	+7.00
Income: 100,000.00+	1,523,341	+7.00
Presence of children	2,076,692	+10.00
Hotline		
1 month hotline	185,662	+15.00
3 month hotline	635,021	+10.00
6 month hotline	961,956	+5.00
Net name arrangement (minimum 25,000), 85% plus 10.00/M running charges.		

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

Selections	Rate	Per	Unit	Note
Age	\$7.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Presence Of Children	\$10.00	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

Contact Title Phone Fax E-mail

List Manager	732-	732-	sales@datamatrixlists.com
	940-	940-	
	1500	1501	

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

Mail order buyers who have served in the armed services and is enhanced with numerous lifestyle and demographic selections.

----- DATACARD 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.

SRDS Classification

USA Consumer 572 Military, Naval & Veterans

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

Source	Note
Compiled	Survey Data

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

15% commission to agencies. 30% commission to brokers.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
E-mail	\$50.00		fee	
Cartridge	\$50.00		fee	
CD ROM	\$50.00		fee	

FTP \$50.00 fee

----- **RESTRICTIONS** -----

Telemarketing is not allowed. Exchange is not allowed.
Reuse is allowed.

----- **UPDATE SCHEDULE** -----

Updated monthly.