

WebEd Online Education

DATACARD DESCRIPTION

THESE CAREER MINDED CONSUMERS HAVE STATED THAT THEY ARE INTERESTED IN CONTINUING THEIR EDUCATION THROUGH AN ONLINE CURRICULUM. THESE CONSUMERS CARE STRONGLY ABOUT THEIR FUTURE AND ARE WILLING TO TAKE THE NEXT STEP TO ENSURE THAT THEY REACH THEIR FULL POTENTIAL IN LIFE. THE ESSENTIAL RESOURCE FOR ANY OFFER RELATED TO SELF-IMPROVEMENT, FINANCIAL OPPORTUNITIES OR CONTINUING EDUCATION PROGRAMS.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
Selections	Counts	Price per/M
Universe	6,856,794	\$70.00
High school graduates	3,645,226	+15.00
College graduates	2,861,009	+15.00
Age: 25 and under	836,957	+7.00
Age: 26-35	1,517,014	+7.00
Age: 36-45	1,863,622	+7.00
Age: 46-55	2,563,958	+7.00
Age: 56-65	1,876,421	+7.00
Age: 66+	1,283,901	+7.00
Hotline		
1 month hotline	153,642	+15.00
3 month hotline	480,231	+10.00
6 month hotline	723,445	+5.00
Presence of children	2,442,203	+10.00
Net name arrangement (minimum 25,000), 85% plus 10.00/M running charges.		

OTHER SELECTIONS

Selections	Rate	Per
Age	\$7.00	M
Age Of Children	\$15.00	M
Education Level	\$15.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Home Owner	\$15.00	M
Income Select	\$7.00	M
Lifestyle Select	\$15.00	M
Marital Status	\$10.00	M
Number Of Children	\$15.00	M
Presence Of Children	\$10.00	M
Key Coding	\$3.00	M

LIST SOURCE

Compiled	Note Lifestyle Questionnaire
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METHOD OF ADDRESSING

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

FTP

\$50.00

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to brokers; 10% commission to managers.

RESTRICTIONS

Reuse is allowed. Exchange is not allowed. Telemarketing is not 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 Key Contact Email

MID

893047

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