

# WebEd Online Education

MID: 893047-000

## ----- 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	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	Unit	Note
Age	\$7.00	M	extra	
Age Of Children	\$15.00	M	extra	
Education Level	\$15.00	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	
Number Of Children	\$15.00	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](mailto:sales@datamatrixlists.com)

### Contact Title Phone Fax E-mail

List Manager	732-	732-	<a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a>
	940-	940-	
	1500	1501	

## ----- SUMMARY DESCRIPTION -----

Career minded consumers who have stated that they are interested in continuing their education through an online curriculum.

## ----- 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.

## SRDS Classification

USA Consumer 532 Education, Learning & Self-Improvement

## ----- LIST SOURCE -----

Source	Note
Compiled	Lifestyle Questionnaire

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

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

## ----- 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 -----

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

## ----- UPDATE SCHEDULE -----

Updated monthly.