

**Graduation Time**

Households With Children Approaching High School Graduation Within Next 18 Months. 30%  
BROKER COMMISSION!

**SEGMENTS**

<b>3,924,984</b>	TOTAL UNIVERSE / UNIVERSE RATE	\$70/M
<b>86,026</b>	30 Day Hotline	\$15/M
<b>284,021</b>	3 Month Hotline	\$10/M
<b>439,242</b>	6 Month Hotline	\$5/M
<b>1,067,354</b>	Income \$100K+	\$15/M
<b>674,251</b>	Income \$125K+	\$15/M

**ID NUMBERS**

MANAGER	
NEXTMARK ID	<b>223748</b>
MIN ID	<b>347559</b>
SRDS ID	<b>890361-000</b>

**MEDIA TYPE**

Consumer	<input type="checkbox"/>
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**SOURCE**

Compiled lists, Government records

**GEOGRAPHY**

United States

**OPT-IN**

**MAINTENANCE**

MARKET ENTRY	
NEW TO MANAGER	
COUNTS THROUGH	<b>09/01/2014</b>

**DATA CARD MAINTENANCE**

NEW TO SYSTEM	<b>12/28/2007</b>
LAST UPDATE	<b>09/09/2014</b>
NEXT UPDATE	<b>12/31/2014</b>
UPDATE FREQUENCY	<b>Quarterly</b>

**DESCRIPTION**

High School graduation is a major turning point in one's life, and like most transitions, is accompanied by increased spending for various reasons. For many, this event signals that college life is around the corner, carrying the many necessary expenses that come along with that choice: dorms must be furnished, tuition and books must be paid for. These heavy expenses make this group the perfect candidates for loans. It is also a typical time for young adults to acquire their first credit card. Additionally, parents want to reward their achievements with a graduation present, which is often a high ticket item such as a vacation, new car, computer/laptop, other electronics, etc. The excitement of this accomplishment often creates a situation where cost is not a concern.

**PROFILE**

**SELECTS**

ETHNICITY	\$15/M
GENDER OF CHILD	\$15/M
GENDER/SEX	\$10/M
GEO SELECT	\$5/M
HOME OWNER	\$15/M
HOME VALUE	\$15/M
INCOME SELECT	\$7/M
LIFESTYLE SELECT	\$15/M
MARITAL STATUS	\$10/M
NUMBER OF CHILDREN	\$15/M
RESPONDENT AGE	\$7/M
SPOKEN LANGUAGE	\$15/M

**MANAGER**

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

**GENDER**

MALE	<b>50%</b>
FEMALE	<b>50%</b>

**AVERAGE INCOME**

VALUE	<b>0</b>
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**MINIMUM ORDER**

MINIMUM QUANTITY	<b>3,000</b>
MINIMUM PRICE	<b>\$250</b>

**COMMISSIONS**

BROKER	30%
AGENCY	15%

**NET NAME ARRANGEMENTS**

<b>NET NAME IS ALLOWED</b>	
FLOOR	<b>85</b>
MINIMUM QUANTITY	<b>25,000</b>
RUN CHARGES	\$10/M

**EXCHANGES**

**EXCHANGE IS NOT ALLOWED**

**REUSE**

<b>REUSE IS ALLOWED</b>	
MINIMUM QUANTITY	<b>0</b>
RUN CHARGE	\$0/M

**CANCELLATION**

CHARGES	\$0/M
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**KEY CODING**

<b>KEY CODING IS AVAILABLE</b>	
CHARGES	\$3/M

**ADDRESSING**

EMAIL	\$50/F
FTP	\$75/F

**SPECIAL INSTRUCTIONS**

**CONTACTS**

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\* = PRIMARY CONTACT