

**True Patriots - Military Veterans Enhanced**

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

**SEGMENTS**

|                   |                                |        |
|-------------------|--------------------------------|--------|
| <b>10,194,712</b> | TOTAL UNIVERSE / UNIVERSE RATE | \$65/M |
| <b>1,003,558</b>  | Mail Order Donors              | \$10/M |
| <b>379,802</b>    | Hispanic                       | \$15/M |
| <b>2,351,668</b>  | Income: <\$30,000              | \$7/M  |
| <b>2,439,677</b>  | Income: \$30,000-\$50,000      | \$7/M  |
| <b>2,522,014</b>  | Income: \$50,000-\$75,000      | \$7/M  |
| <b>1,357,220</b>  | Income: \$75,000-\$100,000     | \$7/M  |
| <b>1,523,341</b>  | Income: \$100,000+             | \$7/M  |
| <b>2,076,692</b>  | Presence of Children           | \$10/M |
| <b>185,662</b>    | 1 Month Hotline                | \$15/M |
| <b>635,021</b>    | 3 Month Hotline                | \$10/M |
| <b>961,956</b>    | 6 Month Hotline                | \$5/M  |

**ID NUMBERS**

|             |                   |
|-------------|-------------------|
| MANAGER     |                   |
| NEXTMARK ID | <b>225239</b>     |
| MIN ID      | <b>347580</b>     |
| SRDS ID     | <b>893037-000</b> |

**MEDIA TYPE**

|          |  |
|----------|--|
| Consumer |  |
|----------|--|

**SOURCE**

Survey Data, Compiled lists, Multi Sourced

**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>01/21/2008</b> |
| LAST UPDATE      | <b>09/10/2014</b> |
| NEXT UPDATE      | <b>12/31/2014</b> |
| UPDATE FREQUENCY | <b>Quarterly</b>  |

**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.

**PROFILE**

**SELECTS**

|                      |        |
|----------------------|--------|
| AGE                  | \$7/M  |
| ETHNICITY            | \$15/M |
| GENDER/SEX           | \$10/M |
| GEO SELECT           | \$5/M  |
| HOME OWNER           | \$15/M |
| INCOME SELECT        | \$7/M  |
| LIFESTYLE SELECT     | \$15/M |
| MARITAL STATUS       | \$10/M |
| PRESENCE OF CHILDREN | \$10/M |

**MANAGER**

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

**GENDER**

|        |    |
|--------|----|
| MALE   | 0% |
| FEMALE | 0% |

**AVERAGE INCOME**

|       |          |
|-------|----------|
| VALUE | <b>0</b> |
|-------|----------|

**MINIMUM ORDER**

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

**COMMISSIONS**

|        |     |
|--------|-----|
| BROKER | 30% |
| AGENCY | 15% |

**NET NAME ARRANGEMENTS**

**NET NAME IS ALLOWED**

|                  |               |
|------------------|---------------|
| FLOOR            | <b>85</b>     |
| MINIMUM QUANTITY | <b>25,000</b> |
| RUN CHARGES      | \$10/M        |

**EXCHANGES**

**EXCHANGE IS NOT ALLOWED**

**REUSE**

**REUSE IS ALLOWED**

|                  |          |
|------------------|----------|
| MINIMUM QUANTITY | <b>0</b> |
| RUN CHARGE       | \$0/M    |

**CANCELLATION**

|         |       |
|---------|-------|
| CHARGES | \$0/M |
|---------|-------|

**KEY CODING**

**KEY CODING IS AVAILABLE**

|         |       |
|---------|-------|
| CHARGES | \$3/M |
|---------|-------|

**ADDRESSING**

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

**SPECIAL INSTRUCTIONS**

**CONTACTS**

| CONTACT                           | ROLE                | EMAIL                     | PHONE          | FAX |
|-----------------------------------|---------------------|---------------------------|----------------|-----|
| Joe Borelli *<br>Datamatrix Lists | Dir of List<br>Mgmt | sales@datamatrixlists.com | (732) 940-1500 |     |

\* = PRIMARY CONTACT