

## Anatomy of a Mailing List Datacard

How to read a datacard

## THE BASICS OF LIST RENTAL

Minimum order How recent or old List description List title quantity are the records? Suffering Seniors - UPDATED ---- SUMMARY DESCRIPTION -----May 4, 2007 Seniors who receive and complete surveys through the Data Verified: Jun 26, 2007 mail and online that address their specific problems and illnesses including heart di<mark>s</mark>ease, diabetes, insomnia, - SELECTIONS WITH COUNTS -----high cholesterol, etc. Minimum order 5,000. Average age 55. Selections Counts Price per/M --- DATACARD DESCRIPTION ------\$150.00 Seniors (last 12 month) 4,682,600 The newly sourced soffering septions list is made up of Hotlines (quarterly) 1,025,000 +10.00 mail responsive seniors who provide permission-based data about their medical needs, their families and Montbly hotline 395,000 +15.00 themselves by filling out household surveys. This ailment sufferers is one of the largest sources of ----- OTHER SELECTIONS ----consumer-reported health data available on the list Selections Rate Per Unit Note market today. With many selects to offer, suffering seniors is the perfect list for mailers targeting the ailing Corrective Lens Wearers \$10.00 M extra elderly who will be most responsive to their direct mail Dwelling Type \$5.00 M extra. campaigns. Ethnicity \$10.00 M extra These senior citizens with ailments are perfect Family Position \$2.50 M extra. prospects for a variety of offers including health and Height///Veight \$10.00 M extra. medical products and services, prescription and overthe-counter medications, pain relievers, aging, holistic Length Of Residence \$5.00 M extra. and non-traditional remedies, self improvement, beauty Mail Responsive \$10.00 M extra and cosmetics, insurance, retirement, assisted living, financial services, subscriptions, catalogs, books, Net Worth \$20.00 M extra magazines, credit cards, cable ty, and internet, Preserce Of Children \$15.00 M extra investments, fundraising campaigns, clubs and associations, support groups, counseling, apparel and SCF \$5.00 M extra accessories, computer software and hardware, Telephone Numbers \$15.00 M extra. peripherals, telecommunications and wireless, County household goods and furnishings, home improvement, \$5.00 M extra. security systems, lawn and garden care, music and Estimated HH Income \$5.00 M extra. entertainment, electronics, automobiles, travel, Exact Age (DOB) \$12.50 M extra nostalgic items and collectibles, antiques, and much more. Gender \$5.00 M extra Homeowner \$10.00 M extra ----- LIST SOURCE Mail Order Buyers \$15.00 M extra Note Source Marital Status \$5.00 M extra Direct Mail Self-reported Via Occupation \$10.00 M extra Internet/Online/Website Registration Race \$20.00 M extra. METHOD OF ADDRESSING -----State \$5.80 M extra. Available Media Rate Per Unit Note Zip \$5.00 M extra. \$75.00 E-mail tee. Run Charges \$10.00 M extra FIP \$75.00 fee: Key Coding \$5.00 | M extra Ailments \$15.00 M extra ----- DELIVERY SCHEDULE -----Allergy/Nasal/Sinus Delivery from 5 to 7 working days. Anxiety \$15.00 M extra ---- RESTRICTIONS ----Attention Deficit Disorder \$15.00 M extra. Sample mailing piece required. One time use only. Bladder/Bowel \$15.00 M extra Telemarketing scripts required for any telemarketing Cough & Cold \$15.00 M extra. rentals.

Number of records (names) in the list. "Hotline" quantities represent more recent additions to the list.

Base price: Cost per thousand records (/M)

Additional "selects" to further refine your target, at an additional cost per thousand

The source of the list: Is it direct mail, purchases or surveys? The source helps identify the right list for your offer.

Additional costs to have the files sent to you

Restrictions associated with the list you should be aware of

Dental

Diabetes

Erectile Dvsfimatic

\$15.00 M

\$15.00 M lextre

extra