



- A] QUANTITY
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FILE: **\$\$HOW ME THE MONEY**

COUNTS THROUGH: **10.01.2007**

**A] QUANTITY**

INFO	QUANTITY
Total Universe	<b>13,908,898</b>
Monthly Hotline	<b>1,158,498</b>
Quarterly Hotline	<b>3,674,394</b>
Email With Deployment	<b>9,035,945</b>

**B] DESCRIPTION \* UPDATED COUNTS \* EMAIL \* POSTAL \***

**\$\$HOW ME THE MONEY** represents an audience of online consumers who are highly responsive and love to shop. These consumers have responded through online survey that they have Excellent, Good, Fair or Poor credit. Those responding with Fair or Poor credit are perfect for credit rebuild programs and credit management solution services. Good and Excellent credit responders are perfect for high end sales campaigns and time-saving gadgets. Send them your offer in the mail or send them incentives to visit your web-site or business online. Half this file is D-I-N-K! (Dual Income No Kids!) Hello disposable income!

Responders in the **\$\$HOW ME THE MONEY** file have an average age of 50 with average HHI of \$86,000. The file is 41% female and 59% male. Nearly 2,100,000 teenagers present in these households. These responders are very health conscious, active, and domestic. They enjoy Audio & Visual entertainment, online shopping and buying through catalogs and mail order.

**SELECTIONS Credit Responses & Buyers**

» Excellent Credit	<b>3,113,984</b>
» Good Credit	<b>3,456,073</b>
» Fair Credit	<b>3,225,017</b>
» Poor Credit	<b>4,113,824</b>
» Catalog Buyer	<b>7,563,064</b>
» Mail Order Buyer	<b>5,376,541</b>
» Online Buyer	<b>4,931,110</b>

**SELECTIONS Lifestyles & Demographics**

» Child's Age 11-17	<b>2,092,733</b>
» Health & Fitness	<b>6,609,135</b>
» Golf Players	<b>4,289,088</b>
» Gardening	<b>3,485,717</b>
» Fine Food & Wine	<b>2,837,380</b>
» Home Improvement	<b>4,195,654</b>
» Sweeps & Contests	<b>4,069,681</b>



FILE:  
**\$\$HOW ME THE MONEY**

# I . O THE NEXT GENERATION IN CONSUMER DATA

**C] SELECTS**

DESCRIPTION	RATE
Total Universe	<b>\$75/M</b>
Monthly Hotline	<b>\$20/M</b>
Quarterly Hotline	<b>\$10/M</b>
Email With Deployment	<b>\$100/M</b>
D – I – N – K	<b>\$10/M</b>
Education Level	<b>\$15/M</b>
Ethnicity	<b>\$15/M</b>
Age/Income/Gender	<b>\$10/M</b>
Home Owner	<b>\$10/M</b>
Lifestyle Interests	<b>\$10/M</b>
Mail Order Buyers	<b>\$15/M</b>
Donors	<b>\$10/M</b>
Teenagers (age 11 – 18)	<b>\$10/M</b>
Internet Buyer	<b>\$15/M</b>
SCF	<b>\$7/M</b>
State	<b>\$5/M</b>
Zip	<b>\$10/M</b>

**D] ADDRESSING**

DESCRIPTION	BASE RATE
<b>POSTAL</b>	<b>\$75/M</b>
Key Coding	<b>\$3.5/M</b>
CD ROM	<b>\$75/F</b>
E-mail	<b>\$75/F</b>
FTP	<b>\$75/F</b>
<b>EMAIL</b>	<b>\$100/M</b>
Deployment	<b>INCL</b>
CAN-SPAM Compliance	<b>INCL</b>
Opt-Out Processing	<b>INCL</b>
Creative Development	<b>\$750/F</b>

**E] ORDERING INSTRUCTIONS**

DESCRIPTION	INFO
Discounted pricing for MultiChannel	<b>INQUIRE</b>
Telemarketing is <b>NOW</b> available	<b>\$150/M</b>
<b>POSTAL</b>	
10,000 Name Minimum	<b>\$750.00</b>
85% Net Name available on orders 50,000 or more	<b>\$8/M</b> <i>Run Charge</i>
<b>EMAIL</b>	
20,000 Name Minimum	<b>\$2,000.00</b>
Client Provided Suppression File	<b>\$350/F</b>

**E] CONTACT JIM PAONE, SALES DIR.**

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