



- A] QUANTITY
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## FILE: # 2.0 CONTACT LENS WEARERS

COUNTS THROUGH: 6.15.2007

### A] QUANTITY

INFO	QUANTITY
Total Universe	<b>614,714</b>
Last 12 Months	<b>614,714</b>
Quarterly Hotline	<b>155,200</b>
Monthly Hotline	<b>52,289</b>

### B] DESCRIPTION

The MediaHeights # 2.0 Contact Lens Wearers file represents newsletter subscribers, members and survey responders from the PrimeHealthSolutions.com health website who have indicated they wear contact lenses to correct their impaired vision. # 2.0 Contact Lens Wearers subscribers have signed up online for the PrimeHealthSolutions.com monthly newsletter that delivers information to them about their specific ailment. These consumer *Contact Lens Wearers* are also non-incentivized survey responders providing information on what prescription or Rx drugs they use and what over-the-counter or OTC drugs they use. Postal and Opt-In email addresses are available on the file.

The # 2.0 Contact Lens Wearers file offers an active, responsive, health-conscious, Internet knowledgeable audience. They have an average age of 47 and their average HHI is \$57,000.

***Over 71% have made a mail order purchase in the past 12 months***

**Attention Brokers and Agencies: You are paid commission on all selection  
- Email addresses are available on this file for multi-channel campaigns -**

#### SAMPLE SELECTIONS *Demographics*

» Tech/Professional Job	<b>184,250</b>
» Bachelors Degree	<b>267,137</b>
» Teenagers Present	<b>83,802</b>
» Income (HHI) Over 75K	<b>170,397</b>
» Female	<b>326,230</b>
» Hispanic	<b>52,188</b>
» African American	<b>56,900</b>

#### SAMPLE SELECTIONS *Interests*

» Reading	<b>143,202</b>
» Music Lovers	<b>167,613</b>
» Fitness Enthusiasts	<b>136,499</b>
» Catalog/Mail Order Buyer	<b>433,549</b>
» Internet Buyer	<b>143,128</b>
» Watch Sports on TV	<b>213,283</b>
» Fashionable Trendies	<b>177,610</b>



FILE:

## # 2.0 CONTACT LENS WEARERS

DATA SEGMENTS

# 2.0 THE NEXT GENERATION IN CONSUMER DATA

**C] SELECTS**

DESCRIPTION	BASE RATE
Total Universe/12 Mos	\$155/M
Email With Deployment	\$115/M
Monthly Hotline	\$20/M
Quarterly Hotline	\$10/M
Rx/OTC	\$25/M
Education Level	\$15/M
Ethnicity	\$15/M
Age/Income/Gender	\$10/M
Home Owner	\$10/M
Lifestyle Interests	\$10/M
Mail Order Buyers	\$15/M
Donors	\$10/M
Presence of Children	\$10/M
Internet Buyer	\$15/M
SCF	\$7/M
State	\$5/M
Zip	\$10/M

**E] CONTACT**EMAIL: [DATASALES@MEDIAHEIGHTS.COM](mailto:DATASALES@MEDIAHEIGHTS.COM)DATACARDS: [WWW.MEDIAHEIGHTS.COM/DDC](http://WWW.MEDIAHEIGHTS.COM/DDC)TOLL FREE: **800-379-6147 X290**PHONE: **603-749-5511 X290**FAX: **603-749-4280****D] ADDRESSING**

DESCRIPTION	BASE RATE
Key Coding	\$3.5/M
CD ROM	\$75/F
E-mail	\$75/F
FTP	\$75/F

**E] ORDERING INSTRUCTIONS**

DESCRIPTION	INFO
10,000 Name Minimum	
85% Net Name available on orders 50,000 or more	<b>\$8/M</b> <i>Run Charge</i>
Re-use pricing available	<b>\$70/M</b> +Select
Telemarketing is not available	