



- A] QUANTITY
- B] DESCRIPTION
- C] SELECTS
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340 CENTRAL AVE, SUITE 302, DOVER, NH 03820 | 1.800.379.6147 | MEDIAHEIGHTS.COM/DDC

FILE: # 2.0 EYEGLASSES & EYE GLASS WEARERS

COUNTS THROUGH: 5.29.2007

A] QUANTITY

INFO	QUANTITY
Total Universe	871,471
Last 12 Months	871,471
Quarterly Hotline	220,047
Monthly Hotline	74,082

B] DESCRIPTION

The MediaHeights # 2.0 Eyeglasses & Eye Glass Wearers file represents newsletter subscribers, members and survey responders from the PrimeHealthSolutions.com health website who have indicated they wear eyeglasses to correct their impaired vision. # 2.0 Eyeglasses & Eye Glass Wearers subscribers have signed up online for the PrimeHealthSolutions.com monthly newsletter that delivers information to them about their specific ailment. These consumer *Eyeglass 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 Eyeglasses & Eye Glass Wearers file offers an active, responsive, health-conscious, Internet knowledgeable audience. They have an average age of 53 and their average HHI is \$64,000.

Over 76% 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	431,229
» Bachelors Degree	380,016
» Teenagers Present	87,842
» Income (HHI) Over 75K	209,217
» Female	497,621
» Hispanic	71,952
» African American	64,331

SAMPLE SELECTIONS *Interests*

» Reading	294,617
» Music Lovers	471,058
» Devotional Reading	118,497
» Catalog/Mail Order Buyer	429,593
» Internet Buyer	169,473
» Have Grandchildren	141,776
» Fashion Conscious	169,438



FILE:

2.0 EYEGLASSES & EYE GLASS 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] CONTACTEMAIL: DATASALES@MEDIAHEIGHTS.COMDATACARDS: WWW.MEDIAHEIGHTS.COM/DDCTOLL 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	\$8/M <i>Run Charge</i>
Re-use pricing available	\$70/M <i>+Select</i>
Telemarketing is not available	