



- A] QUANTITY
- B] DESCRIPTION
- C] SELECTS
- D] ADDRESSING
- E] ORDERING INSTRUCTIONS

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FILE: # 2.0 iThinkBIG.COM - ASSOCIATES DEGREE HOLDERS

COUNTS THROUGH: 10.01.2007

A] QUANTITY

INFO	QUANTITY
Total Universe	1,679,574
Monthly Hotline	143,041
Quarterly Hotline	419,498
Email With Deployment	1,173,965

B] DESCRIPTION * EMAIL * POSTAL *

The # **2.0 iThinkBIG.com - ASSOCIATES DEGREE HOLDERS** database represents an audience of business executives and professionals who have registered online at iThinkBig.com. These professionals have signed up online to receive information about obtaining a degree from a wide selection of online or ground based universities to pursue courses of interest that will enable them to enhance their business career and their lifestyle.

iThinkBig.com is specifically devoted to professionals interested in taking the next steps in obtaining an accredited degree, certificate or diploma online. This responsive, internet savvy audience has an average age of 46 and average HHI of \$68,000. The audience has stated current degree level as Associates degree.

This list can be selected by Current Degree or Education Level, Occupation, Industry of Interest, Age and 400++ other data points. This file represents an audience of business executives and professionals who have registered online at iThinkBIG.com.

SELECTIONS *Industry of Interest*

» Arts & Humanities	13,443
» Health & Medicine	24,964
» Business	113,113
» Technology	285,658
» Social Sciences	107,723
» Education & Teaching	54,624
» Currently Enrolled	23,989

SELECTIONS *Demographics*

» Work from Home Office	172,993
» Natural & Organic Life	189,561
» Female	799,226
» Homeowners	715,716
» Children Present	408,718
» Hispanic	65,253
» African American	66,386



FILE:

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DATA SEGMENTS

2.0 THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	RATE
Total Universe	\$155/M
Email with Deployment	\$180/M
Monthly Hotline	\$20/M
Quarterly Hotline	\$10/M
Occupation	\$15/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

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	INQUIRE
Telemarketing is not available	

E] CONTACT

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