



- A] QUANTITY
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## FILE: # 2.0 TECHNOLOGY MASTERFILE

COUNTS THROUGH: 6.15.2007

### A] QUANTITY

<b>530,261</b>	Last 12 Months	<b>\$105/M</b>
<b>127,897</b>	Quarterly Hotline	<b>Additional \$10/M</b>
<b>43,623</b>	Monthly Hotline	<b>Additional \$20/M</b>
<b>436,868</b>	Credit Card Holders	<b>\$115/M</b>
	eMail with Deployment	<b>\$100/M</b>

### B] DESCRIPTION *\*RECENTLY RELEASED\*NEW TO MARKET\**

**# 2.0 Technology Masterfile** is a brand new release

This file is part of the # 2.0 Next Generation Consumer Data

This file offers a unique opportunity to create response crossover from branding that is being used in today's video games. MediaHeights has statistics on markets with high incidence of penetration for this file and records are selectable at the household or individual level. Consumers in the **# 2.0 MH GamerZ File - Video Game Players** file have an average HHI of \$71,000.00 and the average age on the file is 47 and the file is 72% Male and 28% Female.

Attention Brokers and Agencies: You are paid commission on all selection

#### SELECTIONS *Buyers & Lifestyles*

» Retail Buyer	<b>174,920</b>
» Catalog Buyer	<b>311,634</b>
» Mail Order Buyer	<b>446,708</b>
» Online Buyer	<b>136,070</b>
» Men	<b>387,092</b>
» Women	<b>143,184</b>
» Income over \$100K	<b>88,878</b>

#### SELECTIONS *Lifestyles & Demographics*

» Married	<b>332,369</b>
» Travel	<b>212,860</b>
» Gamblers	<b>24,808</b>
» Art Collectors	<b>54,623</b>
» Overweight	<b>124,625</b>
» Hispanic	<b>33,589</b>
» African American	<b>29,190</b>

FILE:

# # 2.0 MH GAMERZ FILE - VIDEO GAME PLAYERS

# 2.0 THE NEXT GENERATION IN CONSUMER DATA

## C] SELECTS

DESCRIPTION	BASE RATE
Base Rate on File	<b>\$105/M</b>
Monthly Hotline	<b>\$20/M</b>
Quarterly Hotline	<b>\$10/M</b>
Age/Gender	<b>\$5/M</b>
Ethnicity/Religion	<b>\$15/M</b>
Income/Education	<b>\$10/M</b>
Internet/Catalog/Retail Buyers	<b>\$15/M</b>
Mail Order Buyers	<b>\$15/M</b>
Credit Card Buyers	<b>\$20/M</b>
Donors	<b>\$20/M</b>
Own RV/Boat	<b>\$10/M</b>
Presence of Children/Teens	<b>\$10/M</b>
D - I - N - K	<b>\$15/M</b>
Marital Status	<b>\$10/M</b>
Zip	<b>\$10/M</b>
SCF	<b>\$7/M</b>
State	<b>\$5/M</b>

## D] ADDRESSING

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

## E] ORDERING INSTRUCTIONS

DESCRIPTION	INFO
85% Net Name available on orders 50,000 or more	<b>\$8/M</b> <i>Run Charge</i>
Re-use pricing available	<b>INQUIRE</b>
10,000 Name Minimum	
<b>TELEMARKETING IS NOT AVAIL</b>	

## E] CONTACT

EMAIL: [DATASALES@MEDIAHEIGHTS.COM](mailto:DATASALES@MEDIAHEIGHTS.COM)

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