



- A] QUANTITY
- B] DESCRIPTION
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340 CENTRAL AVENUE, SUITE 302, DOVER, NH 03820 | 1.800.379.6147 | MEDIAHEIGHTS.COM

FILE: GENERATION E TRANSACTIONAL CONSUMERS ELECTRONICS FILE

COUNTS THROUGH: 6.15.2007

A] QUANTITY

QUANTITY	INFO	BASE RATE
15,952,023	Total Universe	\$85/M
15,952,023	Last 12 Months	\$85/M
1,328,875	Monthly Hotline	Additional \$20/M
4,002,665	Quarterly Hotline	Additional \$10/M
	Fundraising Rate	\$70/M
	Publishers Rate	\$70/M

B] DESCRIPTION **Perfect Christmastime Mail Order File!**

The # 1.0 Next Generation data set from MediaHeights meets the Next Generation itself.

The Generation E –Transactional Consumer Electronics File

This file represents consumers who have bought an electronic product via ONLINE CHANNEL. Every record in this file has transactional data attached that is selectable by brand name, product and type of product. This transactional set is then enhanced with useful psychographics, demographics and behavioral data out to 400++ data points to make targeting for you offer easy, predictable, and transparent. Generation E loves E-everything E-lectronic.

If your product uses The Internet or E-lectricity, send them YOUR offer right now.

SAMPLE SELECTIONS

» Frequent Fliers	2,549,900
» Photography	226,010
» Video Games	510,012
» Work From Home Office	1,553,010
» Completed Graduate School	1,412,489
» Internet Service at Home	3,013,069
» Vacation Travel	2,124,332

SAMPLE SELECTIONS *Purchases*

» Cell Phone	11,959,766
» Credit Card Holders	15,727,235
» Personal Computer	1,402,238
» Macintosh Computer	32,600
» Computer Peripheral	325,115
» Laptop	237,972
» Home Video	1,589,528



FILE:

GENERATION E TRANSACTIONAL CONSUMER ELECTRONICS FILE

I . O THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	BASE RATE
3 Month Hotline	\$10/M
Child's Age Range	\$10/M
Age Range	\$10/M
Credit Card	\$10/M
Donors	\$10/M
Education Level	\$10/M
Ethnicity	\$10/M
Gender/Sex	\$5/M
Home Owner	\$10/M
Income Range	\$10/M
Lifestyle Interests	\$10/M
Mail Order Buyers	\$10/M
Monthly Hotline	\$20/M
Presence of Children	\$10/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	\$70/M <i>+Select</i>
Telemarketing is not available	

E] CONTACT

EMAIL: DATASALES@MEDIAHEIGHTS.COM

DATA CARDS: WWW.MEDIAHEIGHTS.COM/DDC

TOLL FREE: **800-379-6147 X290**

PHONE: **603-749-5511 X290**

FAX: **603-749-4280**