



- A] QUANTITY
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## FILE: # 2.0 NASCAR™ FANS ONLINE

COUNTS THROUGH: 6.15.2007

*SPECIAL INCENTIVES AVAILABLE ON THIS FILE FOR NASCAR SPONSORS*

### A] QUANTITY

<b>359,075</b>	Total Universe	<b>\$95/M</b>
<b>359,075</b>	Last 12 Months	<b>\$95/M</b>
<b>29,576</b>	Monthly Hotline	<b>Additional \$20/M</b>
<b>89,802</b>	Quarterly Hotline	<b>Additional \$10/M</b>
	Fundraising Rate	<b>\$80/M</b>
	Publishers Rate	<b>\$80/M</b>

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

**# 2.0 NASCAR™ Fans ONLINE** represents an audience of tech-savvy online consumers who have responded via online survey that they are NASCAR racing fans and have an Internet connection at home. According to nascar.com "NASCAR fans are the world's most loyal (three times as likely to buy products from NASCAR sponsors than non fans.)"

The waving green flag at the Daytona 500 has officially launched NASCAR season into high gear and timing is great to get people racing to your e-commerce store, website, or retail location.

Income segmentation in **# 2.0 NASCAR™ Fans ONLINE** covers a wide range with average HHI of \$91,000. These responders are brand loyalists and buy via catalog, retail, direct mail, and the Internet. The online responders in **# 2.0 NASCAR™ Fans ONLINE** make up a file perfect for driving traffic to Fortune 500 consumer websites and retail locations. These fans are the Brand Buyers of America. 70% of **# 2.0 NASCAR™ Fans ONLINE** are Internet Buyers. Selections within this file include over 400 Data Points and buying habits are suppressible.

#### SELECTIONS *Buyers*

» Buy or Record Videos	<b>153,880</b>
» Females	<b>159,010</b>
» Work at Home/Self Emp	<b>179,993</b>
» Retail Buyer	<b>114,019</b>
» Catalog Buyer	<b>327,038</b>
» Mail Order Buyer	<b>234,900</b>
» Online Buyer	<b>252,022</b>

#### SELECTIONS *Lifestyles*

» Teenagers POC 13-17	<b>88,908</b>
» Automotive Work/DIY	<b>168,314</b>
» Golfers	<b>64,887</b>
» Boat Owners	<b>70,224</b>
» Travel	<b>154,890</b>
» Home Improvement/DIY	<b>204,033</b>
» Own an RV	<b>53,534</b>

FILE:

# # 2.0 NASCAR™ FANS ONLINE

# 2.0 THE NEXT GENERATION IN CONSUMER DATA

## C] SELECTS

DESCRIPTION	BASE RATE
Monthly Hotline	\$20/M
Quarterly Hotline	\$10/M
Age/Gender/Income/Education	\$10/M
Ethnicity/Religion	\$15/M
Lifestyles/Interests	\$10/M
Internet/Catalog/Retail Buyers	\$10/M
Mail Order Buyers	\$15/M
Credit Card Buyers	\$20/M
Donors	\$10/M
Travel/Own RV or Boat	\$10/M
Presence of Children/Teens	\$10/M
D – I – N – K	\$15/M
Home Owner	\$10/M
Key-Coding	\$3.5/M
Zip	\$10/M
SCF	\$7/M
State	\$5/M

## E] CONTACT

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

DATA CARDS: [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	\$8/M <i>Run Charge</i>
Re-use pricing available	\$75/M <i>+Select</i>
Telemarketing is not available	

### *The Need For Speed* *Notes on* **NASCAR™ FANS ONLINE**

- \* **NASCAR™ Fans ONLINE are:**
  - o NASCAR™ Brand Loyal
  - o 3 Times as likely to buy a NASCAR™ sponsor brand (**even if it costs more**)
  - o Family Oriented
  - o Travelers
  - o Fortune 500 Brand Loyal
  - o Are Tech-Savvy
- \* **NASCAR™ Fans ONLINE:**
  - o Know the Corporate Sponsors
  - o **Talk to each other**

#### **2007 NASCAR™ Sponsors Include:**

- Caterpillar Inc. - 360 OTC - Coors Light - Target Stores -
- Texaco/Havoline - Bass Pro Shops - Budweiser - PEAK/Menards -
- Dodge Dealers/UAW - Valvoline/Stanley Tools - Office Depot -
- Snickers - Detoxify/Makoto Dressing - Little Debbie/Ore-Ida -
- Huddle House - Furniture Row - U.S. Army - CertainTeed -
- Panasonic/Waste Management, Inc. - Best Buy - Red Bull -
- DeWALT - Yellow Transportation - Texas Instruments/DLP -
- Kellogg Company - DuPont - United States National Guard - Lowe's -
- FedEx - Interstate Batteries - Home Depot - Sundance Vacations -
- Burger King/Domino's Pizza - United Parcel Service - NAPA -
- State Water Heaters - Miller Lite - ALLTEL - Cheerios/General Mills -
- Wells Fargo/Marathon Oil - Shell Oil/Hershey's -
- Cingular Wireless - Harrah's - M&M's - AAA - Ameriquest -