



- A] QUANTITY
- B] DESCRIPTION
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FILE: **NASCAR™ FANS**

COUNTS THROUGH: **6.15.2007**

A] QUANTITY

QUANTITY	INFO	BASE RATE
499,359	Total Universe	\$85/M
499,359	Last 12 Months	\$85/M
44,555	Monthly Hotline	Additional \$20/M
124,337	Quarterly Hotline	Additional \$10/M
	Fundraising Rate	\$70/M
	Publishers Rate	\$70/M

B] DESCRIPTION

>> These are the BRAND BUYERS OF AMERICA!

NASCAR™ FANS are dedicated, loyal and know how to have a great time.

Nearly every record in **NASCAR™ FANS** is a Catalog Purchaser and over 65% are Mail Order Buyers. NASCAR Fans comprising this file are 68% male and 31% female with an average age range of 45-54 and average annual household income of \$74,000.

65% of this file is made up of married households and children are present on 43% of the file. Over half of this file is professionals in the workplace who LOVE to read. Over 30% of this file have Education levels from Associates to Masters Degrees.

SAMPLE SELECTIONS *Interests*

» Avid Reading	286,375
» Golf Players	103,764
» Fashion Clothing	85,921
» Dining and Home Cooking	55,848
» Automotive Work	147,843
» Casino Gambling	111,970
» Collectibles	150,698

SAMPLE SELECTIONS *Demographics*

» Boat Owners	90,697
» Home Workshop	231,540
» Children Present	200,950
» Own an RV	64,133
» NASCAR Fans ONLINE	311,990
» Pet Owners	274,522
» Own a Snowmobile	9,321



FILE:
NASCAR™ FANS

1.0 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 Buyer	\$20/M
Donors	\$10/M
Education Level	\$10/M
Ethnicity	\$12/M
Gender/Sex	\$5/M
Home Owner	\$10/M
Income Range	\$10/M
Lifestyle Interests	\$10/M
Mail Order Buyers	\$15/M
Monthly Hotline	\$20/M
Presence of Children	\$10/M
SCF	\$7/M
State	\$5/M
Zip	\$10/M

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**

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	

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

- * **NASCAR™ Fans 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 Becoming more Tech-Savvy
- * **NASCAR™ Fans:**
 - o Know the Corporate Sponsors
 - o Talk to each other

Current NASCAR™ Sponsors Include:

National Guard - Caterpillar/Cat Financial - UPS -Office Depot
 AAA Insurance - Kellogg's/Delphi - Cingular Wireless - Imitrex/GSK
 Race El Paso Oak Glove Co. - Bass Pro Shops/Tracker - ALLTEL
 Marathon American Spirit Motor Oil - U.S. Army Menards/Johns Manville
 DuPont Hot Hues - Fastap - Inta Juice - FedEx Express - Reese's Lowe's
 Dodge Dealers/UAW - DEWALT - Tide/Downy - DLP HDTV
 Totino's MEGA Pizza Rolls - LoansDepot.com -Waste Management
 Texaco/Havoline - Tire Kingdom - Stanley Tools/Valvoline Snickers
 Aaron's- Little Debbie Victory In Jesus - Checkers/Rally's - Target
 The Home Depot - GMAC - Furniture Row Racing - NAPA Auto Parts