



- A] QUANTITY
- B] DESCRIPTION
- C] SELECTS
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## FILE: # 2.0 iThinkBIG.com - HIGHER EDUCATION

COUNTS THROUGH: 09.15.2007

### A] QUANTITY

INFO	QUANTITY
Total Universe	<b>16,531,476</b>
Monthly Hotline	<b>1,326,771</b>
Quarterly Hotline	<b>3,961,357</b>
Email With Deployment	<b>14,446,598</b>

### B] DESCRIPTION \* EMAIL \* POSTAL \*

The # 2.0 iThinkBIG.com - HIGHER EDUCATION database represents an audience of business executives and professionals who have registered online at iThinkBig.com. These professionals have requested information from any one of a wide selection of 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 level of undergraduate or graduate degree. Over 5 Million have made a mail order purchase in the past 12 months.

*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*

» Completed High School	<b>5,092,006</b>
» Degree Level Associates	<b>1,295,859</b>
» Some College	<b>1,711,257</b>
» Degree Level Bachelors	<b>4,379,613</b>
» Degree Level Masters	<b>3,717,903</b>
» Degree Level Doctorate	<b>558,062</b>
» Vocational School	<b>169,728</b>

#### SELECTIONS *Demographics*

» Arts & Humanities	<b>841,890</b>
» Health & Medicine	<b>1,806,830</b>
» Business	<b>1,237,203</b>
» Technology	<b>1,629,587</b>
» Social Sciences	<b>580,703</b>
» Education & Teaching	<b>913,296</b>
» Currently Enrolled	<b>493,035</b>



FILE:

## # 2.0 ITHINKBIG.COM - HIGHER EDUCATION

DATA SEGMENTS

# 2.0 THE NEXT GENERATION IN CONSUMER DATA

## C] SELECTS

DESCRIPTION	RATE
Total Universe	\$140/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
<b>POSTAL</b>	
Key Coding	\$3.5/M
CD ROM	\$75/F
E-mail	\$75/F
FTP	\$75/F
<b>EMAIL</b>	
Deployment	INCL
CAN-SPAM Compliance	INCL
Opt-Out Processing	INCL
Client Provided Suppression File	\$350/F
Creative Development	\$750/F

## E] ORDERING INSTRUCTIONS

DESCRIPTION	INFO
POSTAL 10,000 Name Minimum	\$1400.00
EMAIL 20,000 Name Minimum	\$3600.00
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 JIM PAONE, DIR. OF SALES

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