

DATALINE Consumer Masterfile

DATALINE's primary-sourced consumer database allows marketers to select from over 150 demographic and psychographic variables. Beginning with original source data, the DATALINE consumer masterfile combines proprietary and publicly available information along with mail order buyer, self-reported, credit derived, and warranty data. By using powerful modeling techniques our team has created a database rich in selectability and performance. With 100MM Households and 210MM individuals, the DATALINE consumer masterfile lets you reach individuals you may be missing. DATALINE offers over 50MM mail order buyers by category and over 25MM lifestyle interests. Modeling and profiling analysis are available.

	Cost Per M
210,000,000 Individuals	\$ 55.00
100,000,000 Households	\$ 55.00
195,000,000 Date of Births	\$ 15.00

SELECTS	Cost PerM
AFFLUENCE INDICATOR	\$ 15.00
AGE	\$ 15.00
CHILDREN (presence)	\$ 8.00
CHILDREN (age)	\$ 10.00
CREDIT CARD (presence)	\$ 10.00
CREDIT CARD (type)	\$ 12.00
DIRECT RESPONSE INDICATOR	\$ 10.00
DONORS (type)	\$ 10.00
DWELLING TYPE	\$ 8.00
ETHNIC CODE	\$ 10.00
GENDER	\$ 8.00
HEALTH NETWORK SEGMENTATION	\$ 25.00
HOMEOWNER	\$ 10.00
HOME VALUE (current)	\$ 10.00
HOME BUSINESS	\$ 10.00
INCOME	\$ 10.00
LENGTH OF RESIDENCE	\$ 8.00
LIFESTYLE (interest)	\$ 20.00
MAIL ORDER Buyer (category)	\$ 20.00
MARITAL STATUS	\$ 8.00
MULTI-BUYER	\$ 8.00
MORTGAGE	\$ 10.00
OCCUPATION	\$ 10.00
ONLINE ACTIVITY	\$ 10.00
OPPORTUNITY SEEKERS	\$ 15.00
PC OWNER/USER	\$ 10.00
REGENCY	\$ 20.00
SUBSCRIBER	\$ 10.00
TELEPHONE	\$ 20.00
TRAVEL	\$ 20.00

Updated Schedule September 2005		
Material Charges		
Cartridge	\$25 Flat	Plus shipping
E-Mail	\$10 Flat	
FTP	\$10 Flat	
Additional Selection Charges		
SCF	\$5/M	
State	\$5/M	
Zip Code	\$5/M	
Key Code	\$2.50/M	
Sort/Split	\$2.50/M	
Run Charges	\$6.00/M	
Minimum Order	\$275.00	
Rental Price is for one time usage.		

New DATALINE Lifestyle Categories

Indicates an Interest in Art and Antiques
 Indicates an Interest in Automobiles
 Indicates an Interest in Bible and Devotional Reading
 Indicates a Interest in Reading Books
 Indicates a Interest in Videos
 Indicates a Interest in Camping and Hiking
 Indicates an Interest in Career
 Indicates an Interest in Collectibles
 Indicates an Interest in Arts and Crafts
 Indicates an Interest in Cultural and Arts Events
 Indicates an Interest in Donating to Charitable Events
 Indicates an Interest in Electronics
 Indicates an Interest in Fashion
 Indicates an Interest in Hunting and Fishing
 Indicates an Interest in Travel

Indicates an Interest in Gardening
 Indicates an Interest in Golf
 Indicates an Interest in Specialty Foods and Cooking
 Indicates an Interest in Health and Wellness
 Indicates an Interest in Home PC's
 Indicates an Interest in Home Furnishing and Decorating
 Indicates an Interest in a Home Workshop
 Indicates an Interest in Pets
 Indicates an Interest in Physical Fitness and Exercise
 Indicates an Interest in Sweepstakes and Games
 Indicates an Interest in Purchasing Via the Internet
 Indicates an Interest in Sports
 Indicates an Interest in Music
 Indicates an Interest in Shopping By Mail

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New DATALINE Mail Order Buyers

Teen Fashion	Female Apparel
Golf	Arts and Crafts
Hunting & Fishing	Music
Pet Supplies	Book
Electronics	Collectibles
Computer Hardware and Software	Gifts
General Gifts & Merchandise	Videos
Low Ticket Merchandise	Travel
High Ticket Merchandise	Sports
Children's' Merchandise	Equestrian
Home Décor	Art & Antiques
Food	Beauty & Cosmetics
Outdoor/Gardening	Helath/Fitness/Wellness

TERMS

All orders cancelled after mail date will be subject to payment in full rental rates

All cancelled orders will be subject to a \$50 flat cancellation fee.

Prepayment required without credit approval

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