



- A] QUANTITY
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FILE: CONSUMERS ON THE INTERNET/ISP SUBSCRIBERS

COUNTS THROUGH: 6.15.2007

A] QUANTITY

QUANTITY	INFO	BASE RATE
10,452,716	Total Universe	\$65/M
4,974,024	Dial Up Users	\$75/M
5,478,673	All Broadband Users	\$85/M
2,846,795	DSL Users	\$85/M
2,631,887	Cable Users	\$85/M
	Fundraising Rate	\$55/M

B] DESCRIPTION

Consumers On The Internet/ISP Subscribers Total selectable data points 400++

This is your prime opportunity to drive cross and multi channel traffic online to your Internet website or e-Commerce Store via direct mail. Your direct mail piece to these one click shoppers is easily tracked, and instantly profitable. These Internet savvy consumers like to shop for a wide variety of products and services over the Internet and online. They love everything electronic and audio visual. 70% of this file includes professionals between the ages of 35 and 50 with an average income of \$71,000. Income range in this file is **widely** selectable. This file is 59% Male and 41% Female. These consumers are online surfing the Internet, browsing the world wide web, shopping, searching for details and products and services to save them time and money. These consumers are highly influential because they are in the know. These online users have completed a non-incentivized online survey that measures Internet usage, connection speed, personal interests and T.V. viewing habits. **Half of this file is DINK!** [D-ual I-ncome N-o K-ids] Hello disposable income! Selectable Geo, Demo and Psychographics make this list one of a kind for targeting.

SAMPLE SELECTIONS *Buying and Response*

» Direct Mail Responders	8,801,859
» Direct Mail Buyers	8,719,598
» Catalog Buyers	8,551,241
» Online Buyers	4,741,523
» Retail Buyers	4,739,298
» Credit Card Buyers	6,619,087
» Direct Mail Donors	595,542

SAMPLE SELECTIONS *Lifestyles & Interests*

» Sweepstakes & Gambling	2,621,850
» Video Game Players	403,303
» Self Employed	1,894,045
» Students	208,677
» Snow Skiing	835,510
» Dieting & Weight Control	2,989,603
» Travel	5,966,789



FILE:

CONSUMERS ON THE INTERNET/ISP SUBSCRIBERS**DATA SEGMENTS**

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

E] CONTACTEMAIL: DATASALES@MEDIAHEIGHTS.COMDATACARDS: WWW.MEDIAHEIGHTS.COM/DDCTOLL 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	