



- A] QUANTITY
- B] DESCRIPTION
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FILE: **REALESTATECHAMPIONS.COM**

COUNTS THROUGH: **3.15.2007**

A] QUANTITY

QUANTITY	INFO	BASE RATE
1,163,064	Total Universe	\$110/M
744,336	Last 12 Months	\$110/M
63,882	Monthly Hotline	Additional \$20/M
246,101	Quarterly Hotline	Additional \$10/M
	Fundraising Rate	\$80/M
	Publishers Rate	\$80/M

B] DESCRIPTION

REAL ESTATE CHAMPIONS is one of the first websites developed specifically devoted to news, content and professional training for individual real estate agents and agencies. The audience is looking for residential and commercial opportunities to increase sale and establish business development and strategic relationships. Each individual has the specific agency is affiliated with.

Responders in the **REAL ESTATE CHAMPIONS** file represent an average age of 45 and have strong business opportunity interests. Annual household income averages \$62,000 with 81% owning their own home. The file is 47% female and 53% male. 27% respond to mail order offers while 19% respond to online order offers.

SAMPLE SELECTIONS

» Ethnic: Hispanic:	34,991
» Ethnic: African American:	67,279
Purchasers:	
» Three Children Present	314,011
» Four+ Children Present	220,979
» Child Gender Male	18,566

SAMPLE SELECTIONS

Lifestyles:	
» Child: Ages 3 - 5	227,312
» Child: Ages 6 - 10	276,250
» Home Improvement/Shop:	161,607
» Home Owners:	1,023,493



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I . O THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	BASE RATE
Monthly Hotline	\$20/M
3 Month Hotline	\$10/M
Age Range	\$10/M
Income Range	\$10/M
Ethnicity	\$10/M
Lifestyle Interests	\$10/M
Business Opportunities	\$10/M
Mail Order Buyers	\$10/M
Credit Card Buyers	\$20/M
Education Level	\$10/M
Presence of Children	\$10/M
Agency Size	\$10/M
Gender	\$5/M

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	\$7/M <i>Run Charge</i>
Re-use pricing available	\$75/M
Telemarketing and email are not available	

E] CONTACT

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DATA CARDS: WWW.MEDIAHEIGHTS.COM/DDC

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