

Base Record: \$40.00 per 1000 Records

Minimum Order: \$250.00

Usage:

Orders are for single use unless specified

Two Time Use: add 25% to data cost

One Year Unlimited Use: add 50% to data cost

Output

\$35 Processing charged for all orders, includes electronic delivery of file

4-Across Mailing Labels \$10.00

Minimum Label Order \$50.00

(In addition to data minimum, delivery cost is extra)

Selection prices in cost per 1000 records

Include select prices in calculating multi use

Household

Adult Age Ranges in HH	\$3.00
Age HH (Age Head of Household)	\$5.00
Census Median Home Value	\$3.00
Census Median Income	\$1.80
Children Age Ranges	\$5.00
Community Reinvestment Act Code	\$3.00
Community Involvement, Financial Support (Charitable Causes, Animal Welfare, Art or Cultural, Children's Causes, Environment or Wildlife, Health, International Aid, Political - Conservative or Liberal, Religious Causes, Veteran's Causes)	4.90
Empty Nester	24.50
Expectant Parent	24.50
Dwelling Unit Size	\$5.00
Estimated Income - Narrow Ranges	\$5.00
Gender (Individual)	\$5.00
Head HH Occupation	\$3.00
HH Education - Premier Complete	\$4.20
Home Office	\$12.00
Length of Residence	\$5.00
Life Event - Child Nearing High School Graduation	24.50
Life Event - New Parent	24.50
Life Event - Recent Home Buyer	24.50
Life Event - Recent Mortgage Borrower	24.50
Marital Status	\$5.00
Newly Wed	\$24.00
Number of Adults	\$1.50
Number of Children	\$1.50
Presence of Children	\$5.00
Recent Divorce	\$24.00
Senior Adult	\$1.50
Telephone Number	\$6.00
Veteran	\$5.25
Working Woman Indicator	\$1.50
Young Adult	\$1.50

Individual

Adult Age (2-year Increments)	\$5.00
Date of Birth	\$6.00
Date of Birth (Month Only)	\$6.00
DOB (Select Year only)	\$6.00
Education of Selected Record	\$4.20
Ethnic Code	\$10.00
Ethnic Country Code	\$15.00
Ethnic Language Preference Codes	\$10.00
Ethnic Religion Code	\$10.00
Hispanic Country of Origin	\$15.00
Head of HH only	
Household Status Indicator	\$1.50
Number of Sources - Demographic Data	
Number of Sources - Name & Address	
Occupation of Selected Record	\$3.00
Prefix Title	

Homeowner

Available Home Equity (Premier)	\$6.00
Available Home Equity (RPA)	\$6.00
Expiration Date 1 (Loan Month)	\$9.00
Expiration Date 2 (Purchase Month)	\$9.00
Home Market Value	\$6.00
Home Purchase Date (Premier)	\$6.00
Home Purchase Date (RPA)	\$6.00
Homeowner/Renter -	\$5.00
Loan Date 1st	\$6.00
Market Value Model Indicator	\$6.00
Presence of Pool	\$6.00
Real Property Detail (Specific Type)	\$6.00
Real Property Type	\$3.00
Real Property Lender Type 1st	\$6.00
Real Property Loan Amount Range	\$6.00
Real Property Loan-To-Value Range	\$9.00
Real Property Purchase Amount	\$3.00
Real Property Year Built	\$4.50
Real Property Year Built Ranges	\$3.00

Interests

Self Reported Data 1st Selection \$7.00
 (priced per interest selected)
 See complete listing on final page

HEALTH RELATED

Health - Allergy Related 20.00
 Health - Arthritis/Mobility 20.00
 Health - Cholesterol Focus 20.00
 Health - Diabetic 20.00
 Health - Disabled 20.00
 Health - Homeopathic 20.00
 Health - Organic Focus 20.00
 Health - Orthopedic 20.00
 Health - Senior Needs 20.00

BUYING BEHAVIOR

Buying Behavior – actual transactions 8.00
 see separate list of specific types
 priced per behavior selected
 Consumer Prominence Indicator 14.00
 Credit Card Indicator 7.50
 Credit Card Issuer 15.00
 Credit Card Users 10.00
 Gaming 15.00
 Heavy Transactor 17.50
 Investments - Active 7.00
 Mail Order Buyer 6.00
 Mail Order Donor 6.00
 Mail Responders 4.00
 Method of Payment Count - Cash 8.00
 Method of Payment Count -
 Credit Card 8.00
 Method of Payment Count -
 Retail Card 8.00
 New Bank Card Issued 15.00
 Number Of Credit Lines 2.00
 Online Purchase Indicator 7.00
 Premium Retail Activity -
 Date of Last Activity 10.00
 Range of New Credit 15.00
 Sub-Types Of Retail Activity 15.00
 Under banked / Cash Transactor 14.00

TRAVEL

Travel - Airline 20.00
 Travel - Intl Vacation - Have Taken 20.00
 Travel - Intl Vacation - Would Enjoy 20.00
 Travel - RV Vacation 20.00
 Travel - US Vacation - Have Taken 20.00
 Travel - US Vacation - Would Enjoy 20.00
 (Business) - Domestic - Have Taken 20.00
 (Business) - Domestic - Would Enjoy 20.00

WEALTH

Highly Likely Investors 7.50
 Likely Investors 7.50
 Net Worth 15.00
 Net Worth Gold 25.00
 Ranking Invitation to Apply Approvals 40.00
 Real Property Real Estate Investor 15.00

AUTOMOTIVE

Dominant Vehicle Lifestyle Indicator 5.00
 New/Used Indicator - 1st or 2nd Vehicle 6.00
 Number of Vehicles 10.00
 Premium New Car Buyer 5.00
 Truck/Motorcycle/RV Owner 5.00
 Vehicle - Intend to Purchase 35.00
 Vehicle 1 or 2 - Make 10.00
 Vehicle 1 or 2 - Year (1988 - Present) 10.00
 Auto Model 1 or 2 10.00

MARKET SEGMENTATION

Claritas Income Producing Assets 15.00
 P\$YCLE 25.00
 P\$YCLE NE 25.00
 Prizm NE 10.00

PERSONICX

Personicx Financial LifeStage Codes 30.00
 Personicx Insurance LifeStage Codes 30.00
 Personicx Life Stage Clusters 30.00
 Personicx Lifestage Group 30.00

ADDRESS

Address Type Indicator 2.50
 Latitude/Longitude output 10.00

GENALYTICS AFFLUENCE INDICATORS

Business Owners At Home \$10.00
 Charitable Giving Rank \$12.00
 Discretionary Income \$30.00
 Home Market Value \$10.00
 Income Range to \$500K+ \$5.00
 Income Range to \$2MM+ \$8.00
 Likely to Purchase Insurance \$5.00
 Vacation Property Ownership \$9.00
 Vehicle Value Investment \$9.00

Recent and Frequent \$\$ Purchases

Past 4 year purchase history – On and off line:
 Date of last purchase \$8.00
 Average purchase\$ \$5.00
 # of Low/Mid/High Scale Catalog Orders \$5.00
 # of orders by dollars per order \$5.00
 Weeks since last order \$8.00

GEOGRAPHY SELECT

All geography selects at no charge except:
 Congressional District \$7.00
 Multi-Location Radius
 Flat fee of \$10.00 per radius location
 Lat/Long added to file 10.00

HIGH TECH

E-Mail Indicator	4.50
InfoTrend Cellular User Model	9.00
InfoTrend International Long Distance User Model	9.00
InfoTrend Internet User Model	9.00
InfoTrend Long Distance User Model	9.00
InfoTrend Optional Calling Services User Model	9.00
Internet Connection Type	5.00
PC DSL/High Speed User	4.20
PC Operating System	25.00
PC Owner	10.50
Software Buyer	10.50
Wireless - Product Buyer	5.00

Buying Behavior Selection

Actual Transactional Data – within past 2 years
Priced per item selected: \$8.00/1000

Apparel - Children's
Apparel - Men's
Apparel - Women's - Petite
Apparel - Women's - Plus Sizes
Apparel - Women's
Arts & Antiques - Antiques
Arts & Antiques - Art
Automotive, Auto Parts & Accessories
Books & Magazines - Magazines
Books & Music - Books
Books & Music - Books - Audio
Children's Apparel - Infants & Toddlers
Children's Learning & Activity Toys
Children's Products - General
Children's Products - General - Baby Care
Children's Products - General - Back-to-School
Computing/Home Office - General
Electronics, Computing & Home Office
Donation/Contribution
DVDs/Videos
Electronics & Computing - TV/Video/Movie
Watcher
Financial Services
Gardening - Buying Activity Grouping

House File Suppression

Upload of house file and creation of suppression
file: \$25 min. \$2.50/M

And

Number of records ordered from a count that
uses the suppression file \$1.00/M

Health & Beauty
High End Appliances
Home & Garden
Hunting
Intend to Purchase - HDTV/Satellite Dish
Intend to Purchase - Home Improvement
Jewelry
Interests & Passions - Collectibles
Interests & Passions - Crafts/Hobbies
Luggage
Magazines
Membership Clubs
Military Memorabilia/Weaponry
Musical Instruments
Off-Road Recreational Vehicles
Pets
Photography & Video Equipment
Sports & Leisure
Telecommunications
Tickets
Travel
Value-Priced General Merchandise
Young Men's Apparel
Young Women's Apparel

Interest

Priced per item selected: \$7/1000

Arts	Exercise / Health Grouping	Power Boating
Auto Work	Fashion	Professional Living
Aviation	Fishing	Reading - Audio Books
Beauty and Cosmetics	Food - Vegetarian	Reading - Best Sellers
Biking / Mountain Biking	Food - Wines	Reading - Financial Newsletter Subscribers
Boat Owner	Foods - Natural	Reading - General
Boating / Sailing	Games - Board Games / Puzzles	Reading - Magazines
Broader Living	Games - Computer Games	Reading - Religious / Inspirational
Camping / Hiking	Games - Video Games	Reading - Science Fiction
Career	Gaming - Casino	Reading Grouping
Career Improvement	Gaming - Lottery	Religious / Inspirational
Cat Owner	Gardening - Interest Grouping	RV
Celebrities	Golf	Science / Space
Children's Interests	Grandchildren	Scuba Diving
Chiphead	Health / Medical	Self Improvement
Christian Families	High Tech Living	Sewing / Knitting / Needlework
Collectibles - Antiques	Highbrow	Smoking / Tobacco
Collectibles - Arts	History / Military	Snow Skiing
Collectibles - Coins	Home Furnishings / Decorating	Spectator - TV Sports
Collectibles - General	Home Improvement	Spectator Sports - Auto / Motorcycle Racing
Collectibles - Sports Memorabilia	Home Improvement - Do-It- Yourselfers	Spectator Sports - Baseball
Collectibles - Stamps	Home Improvement Grouping	Spectator Sports - Basketball
Collectibles and Antiques Grouping	Home Living	Spectator Sports - Football
Collector Avid	Home Video Recording	Spectator Sports - Hockey
Common Living	House Plants	Spectator Sports - Soccer
Community / Charities	Hunting / Shooting	Spectator Sports - Tennis
Computers	Investing / Finance Grouping	Sports Grouping
Consumer Electronics	Investments - Foreign	Sporty Living
Cooking - General	Investments - Personal	Strange and Unusual
Cooking - Gourmet	Investments - Real Estate	Sweepstakes / Contests
Cooking - Low Fat	Investments - Stocks/Bonds	Tennis
Cooking / Food Grouping	Money Seekers	Theater / Performing Arts
Crafts	Motorcycling	Travel - Cruise Vacations
Cultural / Artistic Living	Movie / Music Grouping	Travel - Domestic
Current Affairs / Politics	Movie Collector	Travel - Family Vacations
Dieting / Weight Loss	Movies at Home	Travel - International
DIY Living	Music - Avid Listener	Travel Grouping TV - Cable
Dog Owner	Music - Home Stereo	TV - HDTV/Satellite Dish
Education Online	Music Collector	TV - Satellite Dish
Electronics / Computers Grouping	Music Player	TV Guide
Environmental Issues	NASCAR	Upscale Living
Equestrian	Other Pet Owner	Water Sports
Exercise - Aerobic	Our Nation's Heritage	Wireless - Cell Phone Owner
Exercise - Running / Jogging	Outdoors Grouping	Woodworking
Exercise - Walking	Parenting	
	Photography	