

Datamatrix 2017



WebEd Online Education

Individuals who have stated they are interested in online education. 30% BROKER COMMISSION!



SEGMENTS

6,856,794	Total Universe / Universe Rate	\$70.00/M
3,645,226	High School Graduates	+ \$15.00/M
2,861,009	College Graduates	+ \$15.00/M
836,957	Age: 25 and Under	+ \$7.00/M
1,517,014	Age: 26-35	+ \$7.00/M
1,863,622	Age: 36-45	+ \$7.00/M
2,563,958	Age: 46-55	+ \$7.00/M
1,876,421	Age: 56-65	+ \$7.00/M
1,283,901	Age: 66+	+ \$7.00/M
153,642	1 Month Hotline	+ \$15.00/M
480,231	3 Month Hotline	+ \$10.00/M
723,445	6 Month Hotline	+ \$5.00/M
2,442,203	Presence of Children	+ \$10.00/M

ID NUMBERS

Manager ID	231637
NextMark ID	347583
mIn ID	893047-000
SRDS ID	893047-000

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Lifestyle questionnaire

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
New to Manager
Counts Through **01/01/2018**

DATA CARD MAINTENANCE

New To System **04/24/2008**
Last Update **01/08/2018**
Next Update **03/31/2018**
Update Frequency **QUARTERLY**

DESCRIPTION

These career minded consumers have stated that they are interested in continuing their education through an online curriculum. These consumers care strongly about their future and are willing to take the next step to ensure that they reach their full potential in life. The essential resource for any offer related to self-improvement, financial opportunities or continuing education programs.

SELECTS

AGE	\$7.00/M
AGE OF CHILDREN	\$15.00/M
EDUCATION LEVEL	\$15.00/M
ETHNICITY	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME OWNER	\$15.00/M
INCOME SELECT	\$7.00/M
LIFESTYLE SELECT	\$15.00/M
MARITAL STATUS	\$10.00/M
NUMBER OF CHILDREN	\$15.00/M
PRESENCE OF CHILDREN	\$10.00/M

MANAGER

Datamatrix Lists
<http://www.datamatrixlists.com>

GENDER

Male	%
Female	%

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity **3,000**
Minimum Price **\$250.00**

COMMISSIONS

Broker **30%**
Agency **15%**

NET NAME ARRANGEMENTS

Net Name is allowed
Floor **85%**
Minimum Quantity **25,000**
Run Charges **\$10.00/M**

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed
Minimum Quantity **0**
Run Charge

CANCELLATION

Charges

KEY CODING

Key Coding is available

Charges **\$3.00/M**

ADDRESSING

EMAIL **\$50.00/F**

FTP **\$75.00/F**

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Joe Borelli Datamatrix Lists	Dir of List Mgmt	sales@datamatrixlists.com	(732) 940-1500	

★ = Primary contact