



**COMPLETE'S AMERICAN CONSUMER
DATABASE – 125,000,000**

This comprehensive database consists of demographic information for over 125,000,000 households in the U.S. This continuously updated file allows you to deliver your targeted messages to the households on the front line of today's consumer marketplace. These households are a great audience for most any type of consumer related offer.

Key Segments

125,000,000	Households	\$50.00 /M
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Segment Profile

Consumers are selectable by Gender, Income, Age, Homeowner/Renter, Marital Status, etc.

Selection Charges

Base Minimum	3,000 Names	Ethnicity	\$15/M	Email/FTP	\$25/F
Phone Numbers	\$15/M	Dwelling Type	\$5/M	Diskette	\$25/F
Gender	N/C	Homeowner/Renter	\$5/M	CD Rom	\$25/F
Income	\$5/M	Home Value	\$10/M	Mag Tape	\$25/F
Adult Age	\$5/M	Length of Residence	\$5/M	P/S Labels	\$8/M
Presence of Child	\$5/M	Lifestyle Segments	\$10/M+		
Child Age	\$10/M	Key Code	\$2/M		
Date of Birth	\$10/M	SCF/Zip Code	\$2/M		
Net Worth	\$15/M	+ <i>Many More</i>			

Commissions

Broker: 25%

Cancellations

Charges: \$50 + \$8/M Run Charges

Net Name

Net: 85%
Min. Qty: 50,000
Run Charges: \$10/M

Terms & Conditions

Allow 1-3 working days to process order. Payment due 30 days from mail date. Cancellations after mail date are fully due. Net name arrangements negotiable. 25% commission to authorized brokers on base rate. Unlimited usage, 2x base/minimum plus selection and output material charges.

Contacts

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