

**Direct Response**  
ASSOCIATES, INC.



*America's Foremost List  
and Database Experts*

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## Consumer Data Price Sheet

*(Current-Month Data at Wholesale Prices)*

BASE RECORD (Name and Address)		PRICE PER 1,000
Single Use		\$25.00
Unlimited Use (for up to one year)		\$50.00
SELECTIONS		PRICE PER 1,000
Geographical Selects ( <i>state, SCF, zip code, county, MSA, or carrier route</i> )		N/C
Telephone Number ( <i>screened monthly against all state and national do not call lists</i> )		\$20.00
Homeowner/Renter/Probable Homeowner/Probable Renter		\$5.00
Single Family Dwelling/Multi-Family Dwelling		\$2.50
Household Income		\$2.50
Adult Individual Age		\$8.00
Adult Month/Year of Birth		\$20.00
Presence of Children under 18		\$2.50
Children by Age Range ( <i>0-2, 3-5, 6-10, 11-15, and 16-17 years</i> )		\$8.00
Children by Exact Age ( <i>year of birth</i> )		\$20.00
Gender		\$2.50
Marital Status		\$2.50
Length of Residence		\$2.50
Ethnicity		\$20.00
Religion		\$20.00
Occupation		\$5.00
Mail Order Buyer/Credit Card User		\$10.00
Home Value		\$20.00
Net Worth		\$25.00
Income Producing Assets (IPA)		\$30.00
P\$YCLE NE Codes		\$30.00
Home Mortgage Amount		\$20.00
Home Construction Year		\$20.00
Value Score (modeled FICO credit score)		\$20.00
<b>Lifestyle Data: Hobbies, Interests, Education, Donors, Subscribers, Ailments, etc.</b>		
There Are Over 100 Additional Selects Available! ( <i>Please see Lifestyle price sheet for selects and pricing</i> )		
DATA PROCESSING		PRICE PER 1,000
Radiating using: zip code, zip+4, address, and lat/long		N/C
Suppressing Customer file of addresses and/or telephone numbers		\$5.00
OUTPUT		PRICE
E-mail or FTP Delivery		N/C

**Minimum Order: \$150.00**

*The prices shown are for current-month retail data and are guaranteed to be the lowest prices available anywhere. This is the most up to date data available and allows for dozens of selects not offered by any other source. Wholesale data, sold by nearly every other list source, is available at lower prices though is less selectable and is regularly 1 to 8 months older.*