

Education First-Continuing Education Candidates @ Postal & E-mail Address

January 2012

SEGMENTS

1,971,080	Universe	Base \$95
172,234	Monthly HL	add \$10/M
1,952,876	Email Address (includes transmission)	Base \$95/M

DESCRIPTION

These consumers have responded to direct response and on-line promotions for educational programs, offering college degree, GED Equivalency, trade and general continuing education courses.

All of the individuals represented here are seeking ways to improve themselves, with a major interest in financial security. The list includes un-employed and under-employed adults who are major bread winners in their households; women returning to the work-force after raising their families, & recent retirees seeking ways to supplement their income, to name a few.

Average age 50; 50% female, with an avg HHI of \$45K. All demographic selects are available, including presence of children. Please inquire for counts.

Sample mailing piece required.

We believe information provided herewith to be correct but cannot guarantee the accuracy or results of the marketing campaign.

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SELECTS:

Recency: \$10/M

Age: \$10/M

Income: \$10/M

Pres. Of Children: \$10/M

Gender \$7.50/M

Course/Area of Interest

(GED, College, specific trade)

\$10/M

State/SCF/Zip \$7.50/M

Phone numbers: \$20/M

Current Level of Education \$10/M

INFORMATION:

AVERAGE INCOME

MINIMUM ORDER

Postal: 10,000

E-mail: \$2000

REUSE: allowed/inquire

CANCELATION FEE: \$100/L

Email/FTP: \$50/L

Run Charges: \$7.50/M



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