

1,965,740

A listing of Jewish households in the United States compiled with the aid of a sophisticated computer overlay process. It will allow the user to reach up to 50% of the Jewish American community with a guaranteed 90% deliverability.

95% = \$85/M  
 85% = \$80/M  
 75% = \$75/M

Profile:

Education: 75.5% attended college  
 54.5% are college graduates

5,000

Income: 62% have household incomes over \$25,000

Compiled

Median Income: \$42,000

Home Ownership: 58%

Quarterly

Factor Rating	Quantity
95%	859,942
85%	1,347,074
75%	1,957,261

4-UP Cheshire N/C  
 4-UP PSL \$7.50/M  
 CD \$50.00/F  
 EMAIL \$60.00/F  
 FTP \$60.00/F

\*The factor rating represents the percent probability that a household is Jewish. The degree of accuracy selected will reflect the quantity of Jewish households reached.

SCF \$6.00/M  
 Zip \$6.00/M  
 State \$6.00/M  
 Gender \$10.00/M  
 Keying \$5.00/M  
 Income \$15.00/M  
 Phones \$20.00/M  
 Children \$5.00/M  
 Occupation \$15.00/M

Telephone numbers and geographic breakdowns are available. For telephone numbers, add \$20.00/M. Split testing within the different factor ratings is possible.

Selects available:

- \* Automobile Owner/Type \* Occupation \* Age
- \* Number of Adults \* Marital Status \* Gender
- \* Presence of Children \* Income \* Credit Card
- \* Homeowner \* Length of Residence \* Mail Order Buyers \* Direct Mail Responsive \* Donors

Sample mailing piece is required.

Last Updated: May 2006



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