

Wisconsin select of the CONSUMER datacard.

Available Selects:

Geography
Telephone #'s
Age
Age (exact)
Presence of children
Income
Mail Order Buyers
Home owner
SFDU/MFDU
Length of Residence
Male/Female
Radius from address
Children by exact age
Ethnic Surname
Dog/Cat owners
home Value

2,194,544

\$39.00/M

5,000

Compiled

Quarterly

4-UP CHESHIRE N/C
4-UP PSL \$ 7.50/M
MAG TAPE \$25.00/F
DISKETTE \$50.00/F
E-Mail \$60.00/F

*Selections not included in minimum order.

SCF \$6.00/M
ZIP \$6.00/M
STATE \$6.00/M
KEYING \$5.00/M

LIST MANAGER

October 2004