
LIST SERVICE DIRECT INC.

Two Christie Heights Street, Leonia, NJ 07605 (201) 585-1447 (800) 371-5487 FAX: (201) 585-1732

E-Mail: info@listservicedirect.com

Visit us on the web at www.listservicedirect.com

PC USERS

TOTAL FILE: 5,897,021

BASE PRICE: \$85/M

These individuals use a personal computer on a daily basis and have Internet access. They have made online purchases and responded to Internet surveys. They are also prime prospects for most high end offers.

SELECTIONS:

| | |
|-----------------------|--------|
| Hotline: | \$10/M |
| Geography: | \$5/M |
| Income: | \$5/M |
| Age: | \$5/M |
| Gender: | \$5/M |
| Marital Status: | \$5/M |
| Mail Order Buyer: | \$5/M |
| Magazine Subscriber: | \$5/M |
| Computer Owner: | \$5/M |
| Donor: | \$5/M |
| Ethnicity: | \$5/M |
| Religion: | \$5/M |
| Book Buyer: | \$5/M |
| Credit Card Holder: | \$5/M |
| Homeowner: | \$5/M |
| Length of Residence: | \$5/M |
| Presence of Children: | \$5/M |
| Age of Children: | \$5/M |
| Telephones: | \$25/M |

Minimum Order: 5,000

FORMAT:

| | |
|----------------------------|-----------|
| Cheshire Labels: | N/C |
| Pressure Sensitive Labels: | \$10/M |
| Telemarketing Cards: | \$10/M |
| Mag Tape/ | |
| IBM 3480 Cartridge: | \$25 Flat |
| CD-ROM/Zip Tape/ | |
| Diskette/E-Mail: | \$35 Flat |

CANCELLATION POLICY:

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

UPDATE CYCLE:

NCOA'd quarterly, new names added monthly.