

## B2C (Business to Consumer) Master File Email/Postal/Phone

### MARKETING CHANNELS

Channel Name	Segment Count	Rate
Unique Individuals	282,184,739	\$ 100.00/M
Unique Postal Addresses	115,944,037	\$ 100.00/M
Unique Individual Email Addresses	90,299,116	+ \$ 50.00/M
Facebook Matched Records	44,787,690	\$ 750.00/M

### MEDIA TYPE

Consumer  
Email, Postal, Telephones, Facebook

### SOURCE

Compiled lists, Internet/On-Line

### CANCELLATION

Cancellation Fee \$ 250.00/F

### GEOGRAPHIC SELECTIONS

Description	Rate Units (Per M)
City	No Charge
State	No Charge
ZIP	No Charge
ZIP + 4	No Charge
County	No Charge
MSA Code	No Charge
Carrier Route	No Charge

### SERVICE FEES

Service	Rate
Run Charge	\$ 10.00/M
Carrier Route	No Charge
Nth Name	No Charge
A/B Split	\$ 50.00/F
ZIP + 4	No Charge
Rush Fee	\$ 100.00/F
Keycoding	\$ 5.00/M
Deployment	\$ 10.00/M
Set up fee	\$ 75.00/F

### FIRMOGRAPHIC SELECTIONS

Description	Rate Units (Per M)
3 Month Hotline	\$ 25.00/M
Age	\$ 5.00/M
Age of Children	\$ 10.00/M
Age Range	\$ 5.00/M
Childs Age Range	\$ 7.50/M
Credit Card Buyers	\$ 10.00/M
Date of Birth	\$ 10.00/M
Dwelling Type	\$ 5.00/M
Ethnicity	\$ 15.00/M
Gender/Sex	\$ 5.00/M
Home Owner	\$ 5.00/M
Household Income	\$ 5.00/M
Length of Residence	\$ 5.00/M
Lifestyle Select	\$ 7.00/M
Mail Order Buyers	\$ 6.00/M
Marital Status	\$ 5.00/M
Networth	\$ 15.00/M
Number of Children	\$ 5.00/M
Occupation	\$ 5.00/M
Presence of Child	\$ 3.00/M
Recency	\$ 7.00/M
Religion	\$ 10.00/M
Spoken Language	\$ 10.00/M

### MINIMUM ORDER

Minimum Quantity	5,000
Minimum Order	\$ 750.00

### DESCRIPTION

Exact Data's B2C database contains approximately 280 million individuals categorized by over 700 selects including age, buying behavior, religion, interests and more. Examples of our popular lists include newlyweds, Catholics, timeshare buyers, and pet owners. .

#### About Exact Data's Consumer Database

Exact Data sources its consumer data from a national database containing approximately 280 million names, postal addresses, email addresses, and telephone numbers, with approximately 700 selects, originating from over 2,000 different sources. Exact Data overlays its permission compliant, opt-in email address database from over 100 sources on that national database, to make what we believe is the best, most accurate and up to date multi-channel consumer database on the market.

#### About Exact Data's Quality & Hygiene:

All postal records are sent through NCOA every 30 days and are passed against the DMA's do not mail list and other suppression databases. All email addresses obtained are opt-in and CAN-SPAM compliant, and all records go through a rigorous proprietary hygiene process resulting in approximately 1.5 to 2 million new email addresses each month. Telephone records are updated monthly to ensure compliance with all Federal Do Not Call regulations.

### BRANDS WE'VE WORKED WITH

