



"Your Direct Marketing Professionals"

Affordable College Bound High School Students from KM Lists

----- UPDATED -----

Jan 1, 2010
Data Verified: Jan 1, 2010

----- PERSONNEL -----

List Manager
KM Lists
9004C Lincoln Drive West
Marlton, NJ 08053
Phone: 800-635-5833
Fax: 856-988-6662
URL: <http://www.kmlists.com>

----- SELECTIONS WITH COUNTS -----

Minimum order 5,000 records

Selections	Counts	Price per/M
Total	3,000,000	*\$130.00

(*) Unlimited list usage, 300.00/M.

Contact	Title	Phone	Fax	E-mail
Pam Holden	VP	800-635-5833	856-988-6662	pam.holden@kmlists.com

----- OTHER SELECTIONS -----

Selections	Rate	Per Unit	Note
Telephone	\$30.00	M	extra
Key Coding	\$2.00	M	extra
Gender	\$5.00	M	extra
Income	\$5.00	M	extra
Class Year	\$5.00	M	extra
Head Of Household	\$5.00	M	extra
Zip	\$7.00	M	extra
SCF	\$7.00	M	extra And/Or County
Nth Name	\$7.00	M	extra
State			
Postal Pre-sorting	\$3.50	M	extra
Computer Owners	\$20.00	M	extra
Mail Order Buyers	\$10.00	M	extra
Age	\$12.00	M	extra
Ethnicity	\$20.00	M	extra
Zip+4/Carrier Route Coding	\$3.00	M	extra
Zip Tape Set Up	\$25.00		fee
Run Charge	\$7.00	M	extra

----- SUMMARY DESCRIPTION -----

High school junior and seniors who have indicated an interest in attending college.

----- DATACARD DESCRIPTION -----

HIGH SCHOOL SENIORS WHO HAVE INDICATED AN INTEREST IN ATTENDING COLLEGE.

----- LIST SOURCE -----

Source	Note
Compiled	

----- COMMISSION, CREDIT POLICY -----

Cancel charges: Orders which are cancelled prior to initial mail date are subject to 50.00 flat fee plus 10.00/M run charges, applicable selection charges, output and shipping. After mail date full charges apply.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per Unit	Note
Cheshire Labels, 4-up	\$5.00	M	extra
Pressure Sensitive Labels	\$10.00	M	extra
Mag Tape	\$25.00		fee
Cartridge	\$25.00		fee
Diskette	\$25.00		fee
Plus 10.00 For Each Additional Electronic Delivery	\$25.00		fee

----- RESTRICTIONS -----

Sample mailing piece required. One time use only, unless otherwise agreed upon in writing, unlimited use is for a 1

year period.