



"Your Direct Marketing Professionals"

Affordable College Students from KM Lists

----- **UPDATED** -----

Jan 1, 2010
Data Verified: Jan 1, 2010

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

Minimum Order = 5,000 records

Selections	Counts	Price per/M
Total list	5,000,000	*\$65.00

(*) One time use; unlimited list usage
150.00/M.

----- **OTHER SELECTIONS** -----

Selections	Rate Per Unit	Note
State		
County	\$7.00 M	extra
SCF	\$7.00 M	extra
Zip	\$7.00 M	extra
Nth Name	\$7.00 M	extra
Class Year	\$10.00 M	extra
College Attended	\$10.00 M	extra
Competitive Rank/Tuition Level	\$10.00 M	extra
Field Of Study	\$20.00 M	extra
Home/School Address		
Postal Pre-sorting (100.00 Minimum)	\$3.50 M	extra
Gender	\$5.00 M	extra
Head Of Household	\$5.00 M	extra
Telephone (home Or School)	\$40.00 M	extra
Ethnicity	\$20.00 M	extra
Income (home Address)	\$5.00 M	extra
Run Charge	\$7.00 M	extra
Zip+4	\$3.00 M	extra
Carrier Route Coding	\$3.00 M	extra
Zip Set Up Fee	\$25.00	fee

----- **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>

Contact	Title	Phone	Fax	E-mail
Pam Holden	VP	800-635-5833	856-988-6662	pam.holden@kmlists.com
		Ext. 11		

----- **SUMMARY DESCRIPTION** -----

College students attending both two and four-year colleges and universities.

----- **DATA CARD DESCRIPTION** -----

COLLEGE STUDENT NAMES HAVE BEEN COMPILED FROM NUMEROUS EDUCATIONAL SOURCES. SELECTABLE BY CLASS YEAR, FIELD OF STUDY, COLLEGE ATTENDED, HOME ADDRESS, SCHOOL ADDRESS, TUITION LEVEL AND COMPETITIVE RANK.

SUGGESTED USAGES: AUTOMOBILES AND ACCESSORIES; COMPUTERS, SOFTWARE AND ACCESSORIES; TELECOMMUNICATION PRODUCTS; CREDIT CARDS; DEBIT CARDS; BANKING SERVICES; MUSIC CD'S; ELECTRONIC EQUIPMENT; CLOTHING; SPORTING EQUIPMENT; RETAIL; CATALOG ITEMS; TRAVEL OFFERS AND JOB RECRUITMENT.

----- **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
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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 For First, 10.00 Conversion Fee For Each Additional Diskette
Electronic Delivery	\$25.00		fee	

----- **RESTRICTIONS** -----

Sample mailing piece required. One time use only, unless otherwise agreed upon in writing. Unlimited usage is for a one year period.