



"Your Direct Marketing Professionals"

Affordable 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 list	8,000,000	*\$70.00

(*) Unlimited list usage, 175.00/M.

Contact Title Phone Fax E-mail

Pam Holden	VP	800-635-5833	856-988-6662	pam.holden@kmlists.com
		Ext. 11		

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

Selections	Rate	Per Unit	Note
State			
Gender	\$5.00	M extra	
Zip	\$7.00	M extra	
SCF	\$7.00	M extra	
Nth Name	\$7.00	M extra	
County	\$7.00	M extra	
Income	\$5.00	M extra	
Telephone Numbers	\$30.00	M extra	
Postal Pre-sorting (\$100 Minimum)	\$3.50	M extra	
Head Of Household	\$5.00	M extra	
Computer Owner	\$20.00	M extra	
Mail Order Buyers	\$10.00	M extra	
Age	\$12.00	M extra	
Class Year	\$5.00	M extra	
Ethnicity	\$20.00	M extra	
Run Charge	\$7.00	M extra	
Zip+4/Carrier Route Coding	\$3.00	M extra	
Zip Tape Set Up	\$25.00	fee	

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

High school students.
50% female.

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

HIGH SCHOOL STUDENTS.

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

Source	Note
Compiled	
Names Compiled From Unique Proprietary Sources, Direct Response Source And Self-reported Information	

----- 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	
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.