



**datran**  
media

**datran in numbers**

→ **id numbers**

DMI Number 12426  
MIN Number 125127

→ **List type**

Consumer

→ **Currency**

Us Dollars

→ **Gender**

Male 47%  
Female 53%

→ **Selections**

Area Code \$8.00/M  
Category \$10.00/M  
City \$8.50/M  
Domain ("com", "edu", etc.) \$8.00/M  
Domain Type \$5.00/M

**E-Mail**

Names/Addresses \$20.00/M  
Gender \$8.00/M  
Income \$10.00/M

**Internet**

Connection \$8.00/M  
Phone Number \$15.00/M  
SCF \$8.00/M  
State \$8.00/M  
Zip \$8.00/M  
Zip + 4 \$10.00/M

→ **Material & Processing**

E-Mail \$50.00/F  
FTP \$50.00/F

→ **Minimum Order Requirements**

Names 5,000

→ **Sample**

1 mailing piece(s) required

→ **Net Name Policy**

85% + \$8.00/M Running Charge  
On 50,000 Minimum

→ **Card Updated**

05/01/2007

→ **Update Cycle**

Weekly

# Datran Direct Modeling Masterfile

## Segments

10,000,000	Hotline Masterfile	\$85.00/M
	Category Select	\$90.00/M
	Counts through 4/07	

## Description

The **Datran Direct Modeling Masterfile** is a comprehensive response file that contains real-time postal and email transactional data. Completed applications, entry forms, and purchases, provide online consumer activity by specific market category. The **Datran Direct** lists contain postal address, email address and telephone numbers.

Utilize **Datran Direct's** new E2M model to increase your overall marketing effectiveness. With E2M you can send email notifications both before and after your traditional mail piece arrives in the mailbox. This full circle multi-channel promotion ability will positively enhance response. Special introductory rates are available now for all combination mail and email campaigns, contact DMI for more information. Telemarketing is available on 40% of the file.

(Weekly counts available, contact DMI for more info)

Individual category selects base: \$90/M

## Category Selections Monthly Hotline: Add \$10/M HL

Auto	300,000	Health	120,000
Credit Cards	300,000	Insurance	100,000
Mortgages	250,000	Travel	150,000
Dating/Romance	200,000	Debt	80,000
Shopping	50,000	Opportunity Seekers	250,000
Education	150,000	Real Estate	125,000
Electronics	400,000	Family	880,000
Short Term Loans	350,000	Telcom	150,000
Finance	200,000	Survey	750,000
Gifts	50,000	Sweepstakes	600,000

## Cancellation Policy

All cancelled orders are subject to \$100 cancellation fee, plus \$15/M running charges, selection charges, material and shipping charges. Full rental charges apply to all cancellations made on or after maildate.