

<u>SEGMENTS</u>			<u>DATE</u>	
233,569,958	Total Universe/Base Rate	\$20.00/M	UPDATED	11/12/2013
204,065,058	Universe of Households	\$20.00/M	CONFIRMED	11/12/2013
233,569,958	Universe of Individuals	\$20.00/M		
<u>DESCRIPTION</u>			<u>UNIT OF SALE</u>	
<p>(FORMERLY: Infobase List)                      (FORMERLY: Axiom Infobase Consumer List)</p> <p>Axiom's InfoBase-X Consumer List is the world's largest compilation of timely, up-to-date customer intelligence. With 176 million consumers and 111 million households. This is the premier consumer database for national, regional and local campaigns.</p> <p>Media: The file is completely rebuilt every two months with interim monthly phone refreshes and suppression's. We start with over 850 million names and addresses compiled from multiple sources including county recorder, county tax assessor files, other compiled lists and telephone directories. Axiom applies our AbiliTec links to each record effectively reducing duplicate records. BestAddress then identifies the most recent address for the record. Finally demographic and real property data is applied to each record via InfoBase enhancement</p>			<p>\$unit_of_sale</p> <p><u>GENDER</u>                      40.19% MALE                      42.44% FEMALE</p> <p><u>MEDIA</u>                      Compiled lists</p> <p><u>ADDRESSING</u>                      3 X 5 CARDS (MINIMUM \$100)\$15.00/M                      CARTRIDGE \$25.00/F                      CD ROM \$25.00/F                      CHESHIRE LABELS NO CHARGE                      FTP \$1.00/M                      DISKETTE \$25.00/F                      GALLEY LISTING (MINIMUM \$50)\$6.00/M                      TITLE SLUG \$1.00/M                      INTERNET DELIVERY NO CHARGE                      LAT / LONG \$10.00/M                      P/S LABELS - 1 UP (MINIMUM \$100)\$10.00/M                      P/S LABELS - 3 UP (MINIMUM \$25)\$5.00/M                      P/S LABELS - 4 UP (MINIMUM \$25)\$5.00/M                      ZIP DISK (100MB) \$50.00/F                      Zip + 4 NO CHARGE</p> <p><u>ADDITIONAL CHARGES</u>                      ADULT 2-YEAR AGE RANGES \$7.00/M                      ADULT AGE RANGES IN HH \$5.00/M                      AGGREGATE VALUE OF VEHICLES OWNED \$6.00/M                      AVAILABLE HOME EQUITY \$10.00/M                      CELLULAR USER (TREND MODEL)\$15.00/M                      CENSUS MEDIAN INCOME \$3.00/M                      CENSUS MEDIAN MARKET VALUE\$5.00/M                      CHILDREN AGE RANGES \$7.50/M                      CLARITAS INCOME PRODUCTING ASSETS \$35.00/M                      CONSUMER PROMINENCE INDICATOR (CPI) \$14.00/M                      CREDIT CARD INDICATOR \$7.50/M                      CREDIT CARD USER \$10.00/M                      DATE OF BIRTH \$10.00/M                      DOMINANT VEHICLE LIFESTYLE INDICATOR \$5.00/M                      DWELLING UNIT SIZE \$2.50/M                      E-MAIL / IINTERNET PROSPECT FLAG\$7.50/                      ECHELON DSI \$35.00/M                      ECONOMIC STABILITY INDICATOR                      EDUCATION - ANY INDIVIDUAL \$7.00/M                      EDUCATION - FIRST INDIVIDUAL\$7.00/M                      ESTIMATED INCOME - NARROW RANGE \$5.00/M                      ETHNIC CODE \$10.00/M</p>	



185 Route 312, Suite 303  
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	ETHNIC COUNTRY CODE \$15.00/M
	ETHNIC LANGUAGE PREFERENCE\$10.00/M
	ETHNIC RELIGION CODE \$10.00/M
	EXPIRATION DATE (LOAN MO.) \$15.00/M
	EXPIRATION DATE (PURCHASE MO.)\$15.00/M
	GENDER \$2.50/M
	GEOGRAPHY - AREA CODE NO CHARGE
	GEOGRAPHY - CARRIER ROUTE NO CHARGE
	GEOGRAPHY - DMA NO CHARGE
	GEOGRAPHY - MSA NO CHARGE
	GEOGRAPHY - RADIUS NO CHARGE
	GEOGRAPHY - SCF NO CHARGE
	GEOGRAPHY - STATE NO CHARGE
	GEOGRAPHY - ZIP CODE NO CHARGE
	HIGH DOLLAR LONG DISTANCE USER (TREND MODEL) \$15.00/M
	HISPANIC COUNTY OF ORIGIN \$15.00/M
	HOME MARKET VALUE \$10.00/M
	HOMEOWNER / RENTER \$10.00/M
	INFOBASE HIGHLY LIKELY INVESTORS (MODEL) \$7.50/M
	INFOBASE LIKELY INVESTORS (MODEL) \$7.50/M
	INFOBASE NET WORTH INDICATOR\$15.00/M
	INTERNATIONAL LONG DISTANCE USER (TREND MODEL) \$15.00/M
	INTERNET USER (TREND MODEL)\$15.00/M
	KNOWN # OF VEHICLES OWNED \$5.00/M
	LENGTH OF RESIDENCE \$2.50/M
	LIFESTYLE - ART / ANTIQUES \$50.00/M
	LIFESTYLE - AUTOMOTIVE WORK\$50.00/M
	LIFESTYLE - BIBLE / DEVOTIONAL READING \$50.00/M
	LIFESTYLE - BICYCLING \$50.00/M
	LIFESTYLE - BOATING / SAILING\$50.00/M
	LIFESTYLE - BOOK READING \$50.00/M
	LIFESTYLE - BUY PRE-RECORDED VIDEOS \$50.00/M
	LIFESTYLE - CABLE TV VIEWING\$50.00/M
	LIFESTYLE - CAMPING / HIKING\$50.00/M
	LIFESTYLE - CAREER ORIENTED ACTIVITIES \$50.00/M
	LIFESTYLE - CASINO GAMBLING\$50.00/M
	LIFESTYLE - COLLECTIBLES \$50.00/M
	LIFESTYLE - COMMUNITY / CIVIC ACTIVITIES \$50.00/M
	LIFESTYLE - CRAFTS \$50.00/M
	LIFESTYLE - CULTURAL / ARTS EVENTS \$50.00/M
	LIFESTYLE - CURRENT AFFAIRS / POLITICS \$50.00/M
	LIFESTYLE - DIET / WEIGHT CONTROL\$50.00/M
	LIFESTYLE - DONATE TO CHARITIES\$50.00/M
	LIFESTYLE - ELECTRONICS \$50.00/M
	LIFESTYLE - FASHION CLOTHING\$50.00/M
	LIFESTYLE - FISHING \$50.00/M
	LIFESTYLE - FOREIGN TRAVEL \$50.00/M
	LIFESTYLE - GARDENING \$50.00/M
	LIFESTYLE - GOLF \$50.00/M

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	LIFESTYLE - GRANDCHILDREN \$50.00/M
	LIFESTYLE - HEALTH / NATURAL FOODS \$50.00/M
	LIFESTYLE - HOME FURNISHINGS / DECOR \$50.00/M
	LIFESTYLE - HOME WORKSHOP \$50.00/M
	LIFESTYLE - HOUSE PLANTS \$50.00/M
	LIFESTYLE - HOUSEHOLD PETS \$50.00/M
	LIFESTYLE - HUNTING / SHOOTING \$50.00/M
	LIFESTYLE - MAIL ORDER \$50.00/M
	LIFESTYLE - MILITARY VETERAN \$50.00/M
	LIFESTYLE - MONEY MAKING OPPORTUNITIES \$50.00/M
	LIFESTYLE - MOTORCYCLING \$50.00/M
	LIFESTYLE - NEEDLEWORK / KNITTING \$50.00/M
	LIFESTYLE - OUR NATION'S HERITAGE \$50.00/M
	LIFESTYLE - OWNS A CAT \$50.00/M
	LIFESTYLE - OWNS A CD PLAYER \$50.00/M
	LIFESTYLE - OWNS A DOG \$50.00/M
	LIFESTYLE - PERSONAL COMPUTER \$50.00/M
	LIFESTYLE - PHOTOGRAPHY \$50.00/M
	LIFESTYLE - PHYSICAL FITNESS / EXERCISE \$50.00/M
	LIFESTYLE - POWER BOATING \$50.00/M
	LIFESTYLE - REAL ESTATE INVESTMENTS \$50.00/M
	LIFESTYLE - RECORDS / TAPES / CDS \$50.00/M
	LIFESTYLE - RECREATIONAL VEHICLES \$50.00/M
	LIFESTYLE - RUNNING / JOGGING \$50.00/M
	LIFESTYLE - SAILING \$50.00/M
	LIFESTYLE - SCIENCE / NEW TECHNOLOGY \$50.00/M
	LIFESTYLE - SCIENCE FICTION \$50.00/M
	LIFESTYLE - SELF-IMPROVEMENT \$50.00/M
	LIFESTYLE - SEWING \$50.00/M
	LIFESTYLE - SNOW SKIING \$50.00/M
	LIFESTYLE - STOCK / BOND INVESTMENTS \$50.00/M
	LIFESTYLE - SWEEPSTAKES / CONTESTS \$50.00/M
	LIFESTYLE - TENNIS \$50.00/M
	LIFESTYLE - TRAVEL IN USA \$50.00/M
	LIFESTYLE - VCR / HOME VIDEO RECORDING \$50.00/M
	LIFESTYLE - VIDEO GAMES \$50.00/M
	LIFESTYLE - WALKING FOR HEALTH \$50.00/M
	LIFESTYLE - WATCHING SPORTS ON TV \$50.00/M
	LIFESTYLE - WILDLIFE / ENVIROMENTAL \$50.00/M
	LIFESTYLE - WINES \$50.00/M
	LIFESTYLE - STAMP / COIN COLLECTING \$50.00/M
	LOAN-TO-VALUE RANGE \$15.00/M

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	MAIL ORDER BUYER \$6.00/M MAIL ORDER DONOR \$6.00/M MAIL ORDER RESPONDER \$4.00/M MARITAL STATUS \$2.50/M MARKET VALUE DECILE (1-10 AT CTY) \$15.00/M NEILSEN CODES NO CHARGE NETWORTH PREMIER \$25.00/M NEW BANK CARD ISSUED \$15.00/M NEW RECORD TO FILE NO CHARGE NUMBER OF ADULTS \$2.50/M OCCUPATION - ANY INDIVIDUAL \$5.00/M OCCUPATION - FIRST INDIVIDUAL \$5.00/M OPTIONAL CALLING SERVICES (TREND MODEL) \$15.00/M P\$YCLE (MARKET SEGMENTATION) \$35.00/M PC OPERATING SYSTEM \$15.00/M PC OWNER \$15.00/M PC SOFTWARE USED \$15.00/M PERSONICX (MARKET SEGMENTATION) \$30.00/M PHONE NUMBER \$10.00/M PHONE NUMBER WHERE AVAILABLE \$5.00/M PRESENCE OF A SENIOR ADULT \$2.50/M PRESENCE OF A YOUNG ADULT \$2.50/M PRESENCE OF BANK CARD \$5.00/M PRESENCE OF POOL \$10.00/M PRIZM (MARKET SEGMENTATION) \$10.00/M PRIZM NE \$10.00/M PROPERTY TYPE \$5.00/M PURCHASE AMOUNT \$5.00/M RANGE OF NEW CREDIT \$15.00/M REAL ESTATE INVESTOR \$15.00/M RETAIL PURCHASE CATAGORY \$15.00/M SOFTWARE BUYER \$15.00/M SOHO (SMALL OFFICE HOME OFFICE) \$10.00/M TRUCK / MOTORCYCLE / RV OWNER \$5.00/M WORKING WOMAN INDICATOR \$5.00/M YEAR BUILT \$10.00/M YEAR BUILT RANGES \$7.50/M  <u>MINIMUM ORDER</u> 0 \$500.00 MINIMUM PAYMENT  <u>NET NAME POLICY</u> Net Name is allowed
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