

RATE CARD:

TargetPlus

ICOM, a division of Epsilon Targeting, has cultivated one of the most robust, complete, and deliverable composite files available anywhere. TargetPlus (formerly Advantage Choice) contains insightful marketing data on 250 million consumers spanning more than 1,000 demographic and lifestyle attributes.

CONSUMER BASE FILE \$30/M

CONSUMER FILE SELECTS

Area Code plus Telephone	\$10/M
Bankcard	\$15/M
Bankcard Issue Date	\$15/M
Census Education Level	\$2/M
Census Income	\$2/M
Census Median Home Value	\$2/M
Child DOB	\$20/M
Children Ages Ranges	\$15/M
Country of Origin	\$10/M
Credit Active	\$10/M
Credit Card Transaction Types	\$20/M
DPV Code	\$4/M
Dwelling Type	\$2.5/M
Epsilon Home Value	\$15/M
Ethnic Codes	\$10/M
Family Position Code	\$2.5/M
Gender	\$2.5/M
GeoTraits	\$2/M
Homeowner	\$10/M
Language Preference Code	\$10/M
Length of Residence	\$3.5/M
Mail Order Buyer	\$10/M
Mail Order Responder	\$10/M
Mail Order Responder Insurance	\$15/M
Married	\$2.5/M
MSA Code	\$2.5/M
Net Worth Indicator	\$20/M
New Estimated Income	\$5/M
Number of Children	\$15/M
Occupation Code	\$10/M
On-Line Household Access	\$8/M
Political Party	\$15/M
Premium Bankcard	\$20/M
Presence of Credit - any	\$10/M
Race & Ethnicity Code	\$10/M
Real Property Data	\$15/M
Recency Code	\$2.5/M
Religion Codes	\$10/M

MINIMUM LIST CHARGE \$500/Job

RE-USE RATE **PRICE**

1st re-use	50% of base
2nd re-use	25% of base
One year unlimited use	2.5 X Total Price

OUTPUT AND OTHER CHARGES **PRICE**

Email & Secure File Transfer	\$25.00 flat
File Suppression	\$0.50/M (\$500 Minimum)

CANCELED ORDER \$100 flat and \$10/M

VOLUME PRICING Call for pricing

NON-PROFIT DISCOUNTS Call for pricing

Call or email us today.

ICOM, a division of Epsilon Targeting

41 Metropolitan Road

Toronto, ON

Canada M1R 2T5

1.800.603.4555 | 416.297.7887

icom@epsilontargeting.com

About Us

Epsilon is the industry's leading marketing services firm. We combine a multi-channel and data-driven approach with strategic and analytical services to maximize your marketing success. Couple that with award winning creative agency services and a proprietary collection of consumer and business data for the most integrated marketing solutions available today. **For more information, visit epsilon.com.**

Epsilon Targeting aligns the collective resources of ICOM, leader in targeted marketing and manager of North America's largest survey response database, with Epsilon Data Services, manager of the largest and most deliverable composite database and Abacus, the world's original and largest cooperative database, to create the industry's leader in data solutions – connecting you with your best opportunities. We provide a holistic approach to data marketing – providing the depth and breadth of data and insight to make it actionable – creating programs that engage consumers and build loyalty. **For more information, visit epsilontargeting.com.**