

RATE CARD:

TargetSource® - US

TARGETSOURCE® BASE RATES

0-24 Month File	\$75/M
24+ Month File	\$60/M

CREDIT CARD HOLDERS ◆ 7,000,000

Premium or Regular	
American Express	
Discover	
Other	
VISA or Mastercard	

COLLECTIBLES ◆ 6,000,000

Christmas items	
Coins	
NEW Display Trains	
Dolls	
Figurines	
NEW Halloween items	
Ornaments	
Other	
Plates	
Sports memorabilia	
Stamps	
Villages	

COMPUTERS/ONLINE ACTIVITY ◆ 7,500,000

Interested in lowering internet cost	
Own or Plan to Buy	
Computer-CD-ROM	
Home computer	
DSL/High-speed	
Internet service	
Bank online	
Purchase products online	

DIET CONCERNS ◆ 8,000,000

To eat more natural/organic foods	
To include calcium	
To include fiber	
To include vitamin supplements	
To include whole wheat foods	
To lose weight	
To reduce carbohydrates	
To reduce fat/cholesterol	
To reduce sugar	
To reduce the risk of health problems	
To reduce the risk of heart problems	
NEW To use natural/herbal remedies	

DONORS/SOCIAL CONCERNS ◆ 8,000,000

NEW Active Military	
Animal	
Cancer	
Catholic	
Children's	
Donate to charitable causes	
Environment or wildlife	
Humanitarian or world relief	
Last donation < = 3 mths	
Last donation > = 4 mths	
Medical research	
Native American	

DONORS/SOCIAL CONCERNS (CONT.) ◆

NEW Olympic Sports	
Other health	
Other religious	
Political-conservative	
Political-liberal	
Veterans	

Education ◆ 9,500,000

Advanced degree	
Completed 4 year degree	
Completed high school	
Some college	
Some high school	
Enroll in any course: 0-6 months	
Enroll in any course: 7-12 months	
Planning to enroll in	
Campus	
Online	
Full-Time	
Part-Time	

HOBBIES ◆ 9,500,000

Baking	
Bird feeding	
Bird watching	
Career advancement courses	
Cars or car repair	
Cigar smoking	
Cooking-gourmet	
Cooking-homestyle	
Cooking-low fat	
Cooking-other	
Crafts	
NEW Environment friendly lifestyle	
Exercise 3 or more times per week	
Gardening-organic	
Gardening	
Home improvement or repair	
Home study courses	
Knitting or needlework	
Motorcycle riding	
Quilting	
Scrapbooking	
Self improvement courses	
Sweepstakes or lotteries	
Theater or performing arts	
Wine appreciation	
Woodworking	

HOUSEHOLD ITEMS ◆ 9,000,000

Own or Plan to Buy	
CD Player	
Cable service for TV	
Cellular phone	
DVD Player	
Own or Plan to Buy	
DVD Player - High Definition	
High Definition TV (HDTV)	
Horse	
MP3 digital player	

HOUSEHOLD ITEMS (CONT.) ◆

Motorcycle
RV
Satellite dish
Swimming pool
Vacuum cleaner
Internet phone (Voice over IP)

HOUSING ◆**10,500,000**

Own or Rent
Apartment or condo
House - single family
Other type dwelling unit
Housing: Plan to move in 0-6 mths
Housing: Plan to move in 7-12 mths

INVESTMENTS ◆**7,000,000**

Own or Plan to Buy
Other insurance
Own Personal load
401K plan
529 college savings plan
Burial insurance
Health care plan
Juvenile life insurance
Life insurance
Mutual funds
Other investments
Prescription drug plan
Stocks or bonds

LOANS ◆**500,000**

NEW Plan to finance:
NEW Home Improvement
NEW Mortgage
NEW New Business
NEW Vehicle
NEW Wedding
Refinance mortgage: 0-6 months
Refinance mortgage: 7-12 months
NEW Student loan - Government
NEW Student loan - Private

MUSIC PREFERENCES ◆**9,500,000**

Christian or gospel
Classical
Country
Jazz
Other types of music
Rhythm and blues
Rock n roll

OCCUPATION ◆**9,500,000**

College or university student
Federal (non-military)
Full-time homemaker
Management
Operate business from home
Other Occupation
NEW Professional services
Retired
Sales or marketing
Self employed
Tradesman or laborer
NEW Technical professional
Veteran

GRANDCHILDREN ◆**3,500,000**

Grandchildren: Age 0-4 yrs
Grandchildren: Age 5-12 yrs
Grandchildren: Age >= 12 yrs

LIFE STAGE ◆**10,000,000**

NEW Engaged to be married
Expecting a baby
Married or equivalent
Single or equivalent

SELF-REPORTED INCOME ◆**10,500,000**

Income: \$25,000 to \$35,000
Income: \$35,000 to \$50,000
Income: \$50,000 to \$75,000
Income: \$75,000 to \$100,000
Income: \$100,000 to \$150,000
Income: Over \$75,000
Income: Over \$100,000
Income: Over \$150,000
Income: Under \$25,000

PETS ◆**6,000,000**

Own at least one cat
Own at least one dog
Plan to get kitten next 6 mths
Plan to get puppy next 6 mths

READING ◆**9,000,000**

Astrology
Best selling fiction
Bible or devotional
Children's
Computer
Cooking or culinary
Country lifestyle
Fashion
History
Interested in joining book club - Yes
Interior decorating
Medical or health
Military
Mystery
Natural health remedies
People or entertainment
Romance
Science fiction
Science or technology
Sports
Thriller or suspense
World news or politics

SPORTING INTERESTS ◆**9,000,000**

Baseball
Basketball
Biking
Camping or hiking
Fishing
Fitness
NEW Fly fishing
Football
Golf
Hockey
Hunting
Hunting - big game
Hunting - small game
NASCAR
Play on a sports team
Running - 12 miles or more/week
Running - less than 12 miles/week
Running
Scuba diving
Snow skiing
Snowboarding
Soccer
Walking
Yoga or Pilates

TRAVEL ◆**8,500,000**

Travel: Business travel
 Travel: Canada travel
 Travel: Casino gambling
 Travel: Cruise ship
 Travel: Family travel
 Travel: Foreign travel
 Travel: Frequent flyer
 Travel: Leisure travel
 Travel: RV
 Travel: Theme park
 Travel: Timeshare
 Travel: US travel
 Own or plan to buy
 Timeshare property
 Vacation property

VEHICLE ● ▲**9,000,000**

Vehicle 1: Make
 Vehicle 1: Model
 Vehicle 1: Year
 Vehicle 2: Make
 Vehicle 2: Model
 Vehicle 2: Year
 Vehicle Insurance: New quote: 0-6 months
 Vehicle Insurance Renewal Month
 Own or Plan to Buy:
 All terrain vehicle
 Auto Club Membership
 Boat
 DO NOT OWN A CAR
 Vehicle 1: Bought new
 Vehicle 1: Bought used
 Vehicle 1: Leased
 Vehicle 2: Bought new
 Vehicle 2: Bought used
 Vehicle 2: Leased

AILMENTS ◆**10,000,000**





Allergy/Sinus/Nasal:Allergies
 Allergy/Sinus/Nasal:Deviated septum
 Allergy/Sinus/Nasal:Food allergies
 Allergy/Sinus/Nasal:Nasal congestion
 Allergy/Sinus/Nasal:Sinus pain
 Allergy/Sinus/Nasal:Snoring
 Allergy/Sinus/Nasal
 Alzheimer's Disease
 Anxiety
 Arthritis
 Arthritis: Osteo arthritis
 Arthritis: Psoriatic Arthritis
 Arthritis: Rheumatoid arthritis
 Attention Deficit Disorder
 Bed Bathing Assistance
 Bladder/Bowel
 Bladder/Bowel: Adult incontinence
 Bladder/Bowel: Bedwetting
 Bladder/Bowel: Bladder leakage
 Bladder/Bowel: IBS
 Bladder/Bowel: Overactive bladder
 Cancer
 Chronic Fatigue Syndrome
 Cough and Cold
 Crohn's Disease
 Deep vein thrombosis (DVT)
 Dental: Dentures
 Dental: Sensitive teeth
 Dental
 Depression
 Diabetes
 Diabetes: Treat with diet or exercise
 Diabetes: Treat with insulin
 Diabetes: Treat with oral medication
 Diabetes: Treat with other methods
 Diabetes: Type 1
 Diabetes: Type 2

AILMENTS (cont.) ◆

Diabetes: Type unknown
 Diabetes: Use diabetes monitor
 Digestive
 Digestive: Acid indigestion
 Digestive: GERD
 Digestive: Gas or bloating
 Digestive: Irregularity
 Digestive: Lactose intolerance
 Digestive: Ulcers
 Epilepsy
 Erectile Dysfunction
 Foot Ailments
 Foot Ailments: Athlete's foot
 Foot Ailments: Foot corns
 Foot Ailments: Toenail fungus
 Hearing Loss
 Heart Condition
 Heart Condition: Angina
 Heart Condition: Heart attack
 Heart Condition: Heart disease
 Heart Condition: Stroke
 Hemorrhoids
 High blood pressure
 High cholesterol
 High cholesterol: Do not treat
 High cholesterol: Treat with diet or exercise
 High cholesterol: Treat with nutritional supplements
 High cholesterol: Treat with prescription medication
 Insomnia
 Kidney problems
 Limited Mobility
 Menopause
 Multiple Sclerosis
 Menopause
 Multiple Sclerosis
 Nosebleeds
 Osteo Arthritis
 Osteoporosis
 Pain
 Pain: Back pain
 Pain: Difficulty walking
 Pain: Headaches
 Pain: Joint pain
 Pain: Menstrual pain
 Pain: Migraines
 Pain: Nerve pain
 Parkinson's Disease
 Poison ivy - in the last 2 years
 Respiratory Ailments
 Respiratory Ailments: Asthma
 Respiratory Ailments: Bronchitis, COPD, Emphysema
 Respiratory Ailments: Chronic Bronchitis
 Respiratory Ailments: Lung disease
 Rheumatoid Arthritis
 Skin Ailments: Acne
 Skin Ailments: Dandruff
 Skin Ailments: Eczema or Psoriasis
 Skin Ailments: Hair loss
 Skin Ailments: Skin irritation or rashes
 Skin Ailments: Warts
 Skin Ailments
 Vision Care & Conditions
 Vision Care & Conditions:Astigmatism
 Vision Care & Conditions:Dry eyes
 Vision Care & Conditions:Dry, itchy, allergy-irritated eye
 Vision Care & Conditions:Glaucoma
 Vision Care & Conditions:Irritated eyes
 Vision Care & Conditions:Macular degeneration
 Weight Loss
 Weight Loss: Obesity
 Yeast Infections

SMOKER FLAG ▲**3,000,000**

PRICING:

MINIMUM LIST CHARGE	\$500/Job
SELECTS	PRICE
	10/M
	\$50/M
	\$130/M
	\$125/M
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 LIST DELIVERY	\$25.00 flat
FILE SUPPRESSION	\$0.50/M (\$500 Minimum)
CANCELED ORDER	\$100 flat and \$10/M (Full price after mail date)
VOLUME PRICING	Call for pricing
NOT-FOR-PROFIT DISCOUNTS	Call for pricing

Call or email us today.

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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.**

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