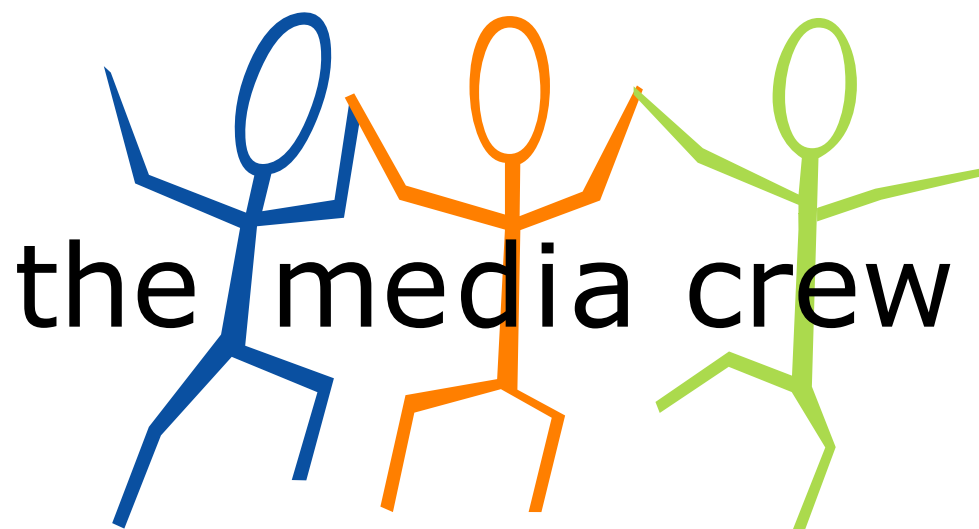


2011-2012 B2C Datacard





## File Size and Pricing

Email addresses available for email blasting	Cost
2008 Records: 8.7 million 2007 Records: 14.5 million 2006 Records: 12.6 million 2005: 10 million 2000 to 2004: 40+ million	Depends on Volume

- All records matched with postal address and demographics.
- Volume discounts may apply.
- 15% discount for multiple use after 1<sup>st</sup> blast.
- Price includes email blast as email addresses are not released.

## Terms and Conditions

- Minimum Order – \$750
- Message is subject to approval by TheMediaCrew.com before blasting.
- Message must contain opt out verbiage
- Canceled orders will be billed a cancellation fee.
- Email Campaign Blast Date: allow 48 hours from customer approval
- Email addresses are never released and TheMediaCrew.com must coordinate the blast except for data append applications.

## Delivery Includes

- HTML and Text message
- Links for tracking purposes
- Selection of a Subject & From line
- **Transmissions Report** detailing number of emails sent, delivered, bounced back, opt-outs and click throughs & opens.

## Creative Services

HTML message design	\$175 per creative
Image hosting	\$50/message
Personalization	FREE

## Consumer Database Appends

Email addresses available for appending to existing customer databases	Cost
96,900,000	\$.45/match
\$1000 minimum order required	

## Verified Opt-In Consumer Email with Demographics

The TheMediaCrew.com database now offers consumer opt-in emails for blasting and appending with our new email service. This list represents consumers who have elected to receive third party email marketing from partnered sites. All records have a postal mailing address for follow up marketing.

### Gender

52% Male  
48% Female

### Age

10% 18-24  
18% 25-34  
27% 35-44  
26% 45-54  
12% 55-64  
7% 65+

### Income

23% Under \$25,000  
30% \$25,000 - \$49,999  
20% \$50,000 - \$74,999  
12% \$75,000 - \$99,999  
15% \$100,000 +

Many more demographics available, including education, lifestyle and interest selects, auto ownership, presence of children, credit card, ethnicity, occupation and others.

Ask about our opt-in Business Email Addresses available by SIC Code, sales volume, employee size, title code and many other selects.