

AOL, INDEPENDENT, SBC, MICROSOFT, INTERNET SUBS

243,103,894
 SUBSCRIBERS BY ISP \$70.00/M UNIT OF SALE:
 \$20.00 MONTHLY
 6 MONTH RECENCY ADD \$5.00/M
 3 MONTH RECENCY ADD \$10.00/M GENDER:
 1 MONTH RECENCY ADD \$15.00/M CAN SELECT
 EMAIL ADDRESSES INQUIRE

THESE ONLINE AND INTERNET SAVVY CONSUMERS HAVE
 RESPONDED TO MAIL ORDER OFFERS OR CONSUMER RESPONSE
 FORMS NOTING THEIR CHOICE OF INTERNET SERVICE
 PROVIDERS.

ADDRESSING:
 SEE SELECTIONS
 KEYING: \$3.00/M
 MINIMUM ORDER:
 5,000

SUBSCRIBERS BY ISP @ \$15/M:

AOL	BASIC ISP	ISP.COM	
NETZERO	MSN	MEDIACOM	SAMPLE REQUIRED
FRONTIER	SUDDENLINK	EARTHLINK	
WINDSTREAM	CABLE ONE	JUNO	UPDATED MONTHLY
VERIZON	COX	OPTIMUM	
AT&T	COMCAST	CENTURY LINK	
CHARTER	YAHOO!	TIME WARNER	
SBC	GOOGLE FIBER	GRANDE COMMUNICATIONS	
MIDCONTINENT	EPB	RCN	
CDE LIGHTBAND	CABLEVISION	BRIGHT HOUSE	
WOW!	LIBERTY	ASTOUND	
METROCAST	VERACITY	ATLANTIC BROADBAND	
HARGRAY	WAVE	ANTIETAM CABLE	
COMPORIUM	CABLELYNX	CHOICE CABLE	
BUCKEYE	FIDELITY	NEWWAVE	
PENTELEDATA	NORTHLAND	NORTH STATE	
HTC	CONSOLIDATED	ARMSTRONG	
HAWAIIAN TELCOM	GCI	CINCINNATI BELL	
SHENTEL	LUMOS	MCTV	
TDS	SONIC	BEND BROADBAND	
BLUEBIRD	FAIRPOINT	ALASKA COMMUNICATIONS	
CLARO	HUGHES	CLEARWIRE	

SOURCE TYPE @ \$10/M:

CABLE DSL
 FIBER SATELLITE
 WIRELESS

THESE FAMILIES TYPICALLY OWN THEIR OWN HOMES AND
 USE HOME COMPUTERS TO ACCESS E-MAIL AND THE WEB.
 THEY USE THEIR COMPUTERS AND ONLINE SERVICE
 PROVIDERS TO ACCESS VARIOUS INTERNET SITES FOR
 HOME, BUSINESS, SCHOOL, RESEARCH, GAMES, EDUCATION,
 SHOPPING AND ELECTRONIC MAIL TO NAME A FEW OF THE
 MANY USES.

THE AVERAGE AGE RANGE IS 20-50, THE AVERAGE INCOME
 IS \$48,000, THEY ARE MOSTLY MARRIED HOMEOWNERS WITH
 CHILDREN AT HOME.

(CONTINUED ON NEXT PAGE)

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AOL, INDEPENDENT, SBC, MICROSOFT, INTERNET SUBS (CONT'D)

ALL ORDERS CANCELLED AFTER MAIL DATE OR MERGE ARE
REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: MAIL ORDER, SURVEYS, CONSUMER RESPONDERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE OR INCOME	\$15.00/M
LENGTH OF RESIDENCE	\$15.00/M
PRESENCE OF CHILDREN	\$15.00/M
PRODUCT BUYERS	\$15.00/M
SUBSCRIBERS	\$15.00/M
SOURCE TYPE	\$10.00/M
CREDIT CARD HOLDERS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00
PHONE NUMBERS	\$30.00/M

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