

National Birth Records Database

\$75/M
Base Price

110M - MONTHLY HOTLINE \$20/M
320M - QUARTERLY HOTLINE \$10/M
5MM - TOTAL LIST

DESCRIPTION

The National Birth Record file represents a compilation of new parents gathered from a variety of sources in addition to newspapers, public records and Municipal/Government records.

The National Birth Records fills the need in the marketplace for a source on new mothers who would be interested in a variety of products and services specifically of interest to a new parent. These families have just had a newborn baby and the median age of these women at first birth is 24 years of age.

This file is ideal for marketing offers to such as magazine subscriptions, retail store outlets, financial planning services (mutual funds, insurance, 529 marketers, etc.), book clubs for children, educational merchandise, formula companies and other marketers of baby and new parent related offers or other offers to moms and dads or new homeowners.

SOURCE

Compiled multi-source and public record information.

List Manager

Bob Rea—bobr@partnersmarketing.com
 Phone 630-524-9901 x 17 Fax 630-524-9909

MINIMUM ORDER 5,000

Pre-Approved Re-Use Minimum Charge **\$150 Flat**

SELECTIONS

Monthly Hotline Select **\$20/M**
 Quarterly Hotline Select **\$10/M**
 Child's Age Select **\$10/M**
 Income Select **\$5/M**

PROCESSING

State/SCF/Zip Processing **\$6.50/M**
 Key Code Processing **\$3/M**

NET NAME ARRANGEMENT

85% on 50,000 minimum; selections on gross records; \$10/M run charge on unused names.

OUTPUT FORMATS - CHARGES

Diskette, CD ROM
 Non-refundable disk/CD ROM charge **\$15 Flat**
 Electronic Transfer (E-mail, FTP) **\$50 Flat**

MISCELLANEOUS

Updated Monthly

One-time use only unless otherwise specified.
 2 sample mailing pieces required
 Rush Orders \$50.00 (24-hour turnaround)
 No telemarketing use
 All offers subject to owner's approval

TERMS

20% commission to recognized brokers. Orders canceled before the mail date are subject to a \$50.00 flat cancellation fee and a \$10/M run charge plus all applicable selection charges, media and shipping charges.