



Mexico Ticketmaster Database

Counts Through 08/31/08

Updated 08/31/08

Overview:

1,334,896 Phone Order Ticket Buyers \$US - 225/M

Description:

The database is your best sources for clean, targeted and reliable names in Mexico!!! All names are direct response generated with an average transaction amount of \$180. This database has one of the highest levels of address accuracy of any list in Mexico because all tickets purchased are delivered via courier to the customer to an address provided directly by the customer. All addresses also include presorted Mexican Postal Service Codes that allow better deliverability.

The TICKETMASTER Mexico Database can be segmented in the following ways, making it possible to select the best target market for your promotion:

- Geographic location
- Postal Codes that helps to determine socio-economic level
- Credit card type
- Number of events

Key Segments

Source- Compiled

Gender Profile

55.0 % Male
45.0 % Female

Selection Charges

GEO SELECT	\$12.00/M
PHONE NUMBER	\$50.00/M
REGENCY	\$15.00/M
INCOME SELECT	\$12.00/M
GENDER/SEX	\$12.00/M
BUS/INDUSTRY TYPE	\$12.00/M
KEY CODE	\$5.00/M
CREDIT CARD TYPE	\$12.00/M

Output Media

DISKETTE	\$50.00/F
MAG TAPE	\$50.00/F

Update Schedule

Quarterly

Minimums

5,000 Quantity

STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee plus \$10/M run charges.

For further information please contact our List Management Department at:

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