



datacard

Nascar Fanatics M.O.B.

Counts Through April 2010

Updated May 2010

Overview:

263,148 3 Month Hotline \$75/M + \$10/M
995,114 Universe \$75/M

Description:

If you want to reach the most enthusiastic, loyal mail order sports fans in the United States, this is your target market. The auto racing & NASCAR industry is one of the largest money makers in the sports industry today, due to the long racing season (10 months a year) and the demographic of people who faithfully follow the sport.

These recent mail order buyers (as indicated by survey, written and telephone) are enthusiastic racing fans that have attended an auto racing sporting event and have filled out self-reported surveys about themselves. Information is matched against other consumer databases to add additional demographics.

Fortune 500 companies across the United States sponsor NASCAR more than any other sport because the fans are so responsive. This audience should respond well to beverage companies, retail clothing, entertainment, magazines, cellular phones, music membership clubs, hunting/fishing/camping gear, RV, automobile, travel, tobacco, fundraising, insurance offers, offers of credit, and more.

Source

100% Mail Order Buyers

Gender Profile

60.0 % Male
40.0 % Female

Selection Charges

GEO SELECT \$5.00/M
SCF \$5.00/M
STATE \$5.00/M
ZIP \$5.00/M
HOTLINE \$10.00/M
HOUSEHOLD INCOME SELECT \$5.00/M
GENDER/SEX \$5.00/M
AGE \$5.00/M
PRESENCE OF CHILDREN \$5.00/M
HOME OWNER \$5.00/M
MAIL ORDER BUYERS \$10.00/M
KEY CODE \$5.00/M
Lifestyle \$12.00/M

Output Media

DVD \$50.00/F
DISKETTE \$50.00/F
EMAIL \$50.00/F
FTP \$50.00/F
CD ROM \$50.00/F

Update Schedule

Quarterly

Cancellation Charge :

\$100.0/F

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, \$10/M run charges, plus selects and shipping.

For further information please contact our List Management Department at:

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