



SEGMENTS

2,721,808	Total Universe /Universe Rate	\$95.00/M
658,822	Freshman	
711,147	Sophomore	
659,838	Junior	
692,001	Senior	

DESCRIPTION

Reach parents of students currently attending a Fee based High School institution: Parochial, Private, Charter, Proprietary or Independent.

DATE

UPDATED	03/19/2021
CONFIRMED	05/07/2021

GENDER

65% MALE 0% FEMALE

SOURCE

Compiled lists, Opt-in e-mail, Internet/On-Line, Multi Sourced, Lifestyle questionnaire, Direct response, Government records

ADDITIONAL CHARGES

Year of Graduation	\$5.00/M
Date of Birth MM/YY	\$10.00/M
Phone Number	\$25.00/M
Geo	\$5.00/M
Gender/Sex	\$7.50/M
Income	\$5.00/M
Marital Status	\$5.00/M
Dwelling Type	\$5.00/M
Household Size	\$5.00/M
# of Children in Household	\$5.00/M
Generations in Household	\$5.00/M
Ethnic Code	\$7.50/M
Language Code	\$7.50/M
Religion/Religious	\$7.50/M
Active Credit Lines	\$10.00/M
# Credit Lines	\$10.00/M
Aggreg Credit Range	\$10.00/M

ADDRESSING

MINIMUM ORDER

7,500

SPECIAL INSTRUCTIONS

List rental agreement and one sample required.

EXCHANGES

Exchange is not allowed

REUSE

Reuse is not allowed

NET NAME ARRANGEMENTS

Net Name is not allowed

For More information or ordering contact our Sales Representative:

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