



SEGMENTS

1,288,583	Total Universe /Universe Rate	\$100.00/M
352,552	Top 10%	+ \$20.00/M

DESCRIPTION

Trending Interests delivers unprecedented insight into the behaviors and propensities of customers to engage, purchase, or consume various products or services.

DATE

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

GENDER

0% MALE 0% FEMALE

SOURCE

Multi Sourced, Compiled lists, Internet/On-Line, Propensity Modeling

ADDITIONAL CHARGES

New Homeowner	\$10.00/M
Home Value in thousands	\$20.00/M
HH Income	\$5.00/M
Age Indicator	\$3.50/M
Dwelling Type	\$2.50/M
Homeowner/Renter Code	\$7.50/M
Telephone	\$20.00/M
Number of Adults	\$2.50/M
Number of Children	\$2.50/M
Marital Status	\$2.50/M
Two Year Age Band	\$10.00/M
Radius Zip/Zip+4+CR Codes	\$10.00/M
Radius Rooftops	\$10.00/M
Ethnic Code	\$10.00/M
Mail Buyer	\$10.00/M
Religion	\$10.00/M
Minority	\$10.00/M
Language Code	\$10.00/M
1 Week Hotline	\$30.00/M
30 Day Hotline	\$15.00/M
Date of Birth	\$2.50/M
Presence of Children	\$15.00/M
Presence of Credit Card	\$20.00/M

ADDRESSING

MINIMUM ORDER

5,000

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 allowed	85%
Min Qty	50,000
Run Charges	\$8.00/M

For More information or ordering contact our Sales Representative:

Laura Ellis

254-857-1109

lellis@marketapproach.net