

Degree & Continuing Education Responders

9,822,360
672,718

TOTAL UNIVERSE / BASE RATE \$95.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



Description:

These Degree & Continuing Education Responders have responded to targeted emails or online promotions and have used the Internet to research education programs. Today's students have so many options from online universities to traditional colleges and universities offering online classes and flexible days and hours to accommodate individuals who also have jobs and families. These young adults, career professionals, and homemakers are looking to further their education and have taken the actions necessary to request information or apply for various online and offline degree and continuing educations available to them. Degree & Continuing Education Responders is your file for direct response education and degree program prospects who are also likely to respond to credit offers, catalog, retail and online shopping, subscriptions and more.

SELECTS

Age	\$6.00/M
Area of Study	\$7.50/M
Broadband or Dial-Up	\$10.00/M
College Graduate	\$10.00/M
Current Level of Education	\$7.50/M
GED	\$10.00/M
Gender	\$6.00/M
High School Graduate	\$10.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Some College	\$7.50/M
State, Zip, SCF	\$5.00/M

Source:

Direct Response

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

41% Female
59% Male
Median Age: 37
Median Household Income: \$35,000

ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M



Focus USA

95 North State Route 17, Suite 109
Paramus, NJ 07652
Tel: (201) 489-2525
Fax: (201) 489-4499
E-mail: info@focus-usa.com
Web: www.focus-usa.com