

# FocusOn Inquiries - Continuing Education

15,383,442  
876,846

TOTAL UNIVERSE / BASE RATE  
Monthly Hotline

\$95.00/M  
+\$10.00/M

## LIST TYPE

Consumer



## Description:

The individuals on FocusOn Inquiries – Continuing Education have searched online for traditional college programs or online classes where they will have the opportunity to earn a degree, brush up on current skills or learn new skills altogether. They have registered to receive free information detailing courses and degree programs, tuition and financial aid.

These individuals are trying to improve themselves. Whether they are looking to attend college for the first time or learn a specialized skill, they know that going back to school will not only increase their salary but will open up career advancement opportunities as well.

### Some Interesting Stats:

- Recent predictions indicate that over 60% of jobs will require post-secondary education by 2020.
- Adult learners are the fastest growing segment of the higher education market in the U.S. today.
- 73% of higher education students fit under the non-traditional college student umbrella.

## Source:

Online

## 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.



### 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](mailto:info@focus-usa.com)  
Web: [www.focus-usa.com](http://www.focus-usa.com)

## SELECTS

Age	\$6.00/M
Gender	\$6.00/M
Homeowner/Renter	\$5.00/M
Income	\$6.00/M
Presence of Children	\$5.00/M
State, Zip, SCF	\$5.00/M

Please inquire for  
additional selects.

## MINIMUM ORDER

Postal: 10,000  
Email: 20,000

## ADDRESSING

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