



CONSUMER DATA APPEND PRICING SHEET

PATRICIA THOMPSON
patriciat@a-names.com
801.235.8061

TWO PART PRICING MODEL			\$250 MINIMUM	
I. Input quantity to match	Up to 50,000	Up to 200,000	Up to 1,000,000	1,000,000+
	\$3.00/M	\$2.50/M	\$2.00/M	\$1.50/M
II. Matched cost per thousand	Up to 50,000	Up to 200,000	Up to 1,000,000	1,000,000+
	Base pricing, up to 10 fields	\$60/M	\$55/M	\$50/M
	Additional 10 fields of demographics	+\$40/M	+\$35/M	+\$25/M
				\$45/M
				+\$20/M

*Base pricing includes up to 10 demographics. Average match rate is 55-80%.

BASIC SELECTIONS

Name	Dominate Vehicle	New Vehicle
Postal Address	Donor <i>(more detailed selections available)</i>	Number of Adults
Email Address	Education	Occupation
Phone Number	Ethnicity	Political Party
Age	Generations in the Household	Pres of Child
Ailment <i>(more detailed selections available)</i>	Grandchildren	Religion
Boat Owner	Household Size	RV Owner
Business Owner	Income	Single Parent
Child Near High school Graduation	Intend to Purchase a Vehicle	SOHO
Children's Ages	Investment Properties Owned	Truck Owner
Children's Interests	Mail Order buyer	Urbanicity
College Graduate	Marital Status	Vehicle Owner
Community Involvement	Motorcycle Owner	Veteran
Credit Card Type <i>(more detailed selections available)</i>	New Parent	Working Woman
	New Teen Driver	



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HOBBIES AND INTERESTS

Arts	Exercise	PC Software Buyer
Auto Work	Fashion	Pet Owner
Aviation	Fishing	Photography
Beauty & Cosmetics	Gaming/Casino	Professional Living
Board Games & Puzzles	Gardening	Reading (<i>more detailed selections available</i>)
Boating & Sailing	Golf	Scuba Diving
Broader Living	Green Living	Self Improvement
Camping & Hiking	Highbrow Living	Sewing, Knitting, & Needlework
Career Improvement	High-Tech Living	Skiing
Collectibles (<i>more detailed selections available</i>)	Home Furnishings & Decorating	Smoking & Tobacco
Common Living	Home Improvement	Spectator Sports (<i>more detailed selections available</i>)
Computer Games	Home Living	Sports Collectibles & Memorabilia
Computers	House Plants	Sporty Living
Consumer Electronics	Hunting & Shooting	Sweepstakes Contests
Cooking, General	Investments (<i>more detailed selections available</i>)	Tennis
Cooking, Gourmet	Military History	Theater & Performing Arts
Crafts	Money Seekers	Travel (<i>more detailed selections available</i>)
Cultural & Artistic Living	Motorcycling	Upscale Living
Current Affairs	Music	Video Games
Dieting & Weight Loss	Natural Foods	Wines
DIY	Online Education	Wireless Product Buyer
DIY Living	Outer Space	Woodworking
Environmental Issues	Parenting	
Equestrian	PC Owner	

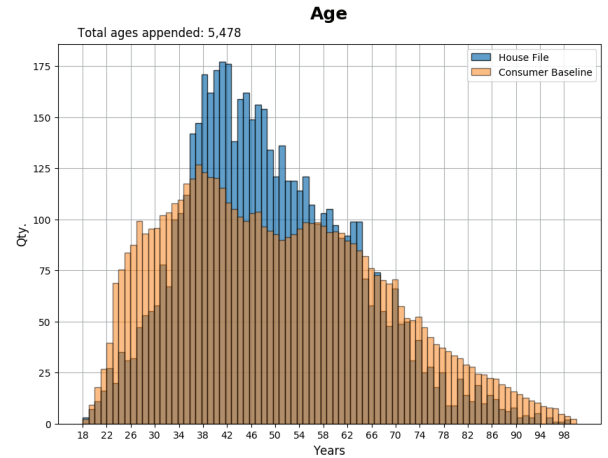
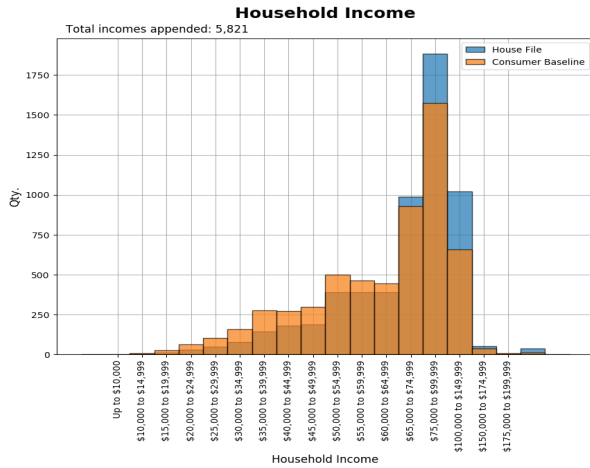
HOME & MORTGAGE

Cable TV	Home Owner	New to Build
Dwelling Type	Home Property Type	Number of Bathrooms
Home Assessed Value	Home Purchase Amount	Number of Bedrooms
Home Equity	Home Purchase Date	Recent Buyer
Home Loan Interest Rate	Home Renter	Recent Mortgage Borrower
Home Loan Amount	Home Square Footage	Recently Moved
Home Loan Date	Internet Type	Satellite/Dish TV
Home Loan to Value	Length of Residence	Year Home Built
Home Median Value	Neighborhood Name	

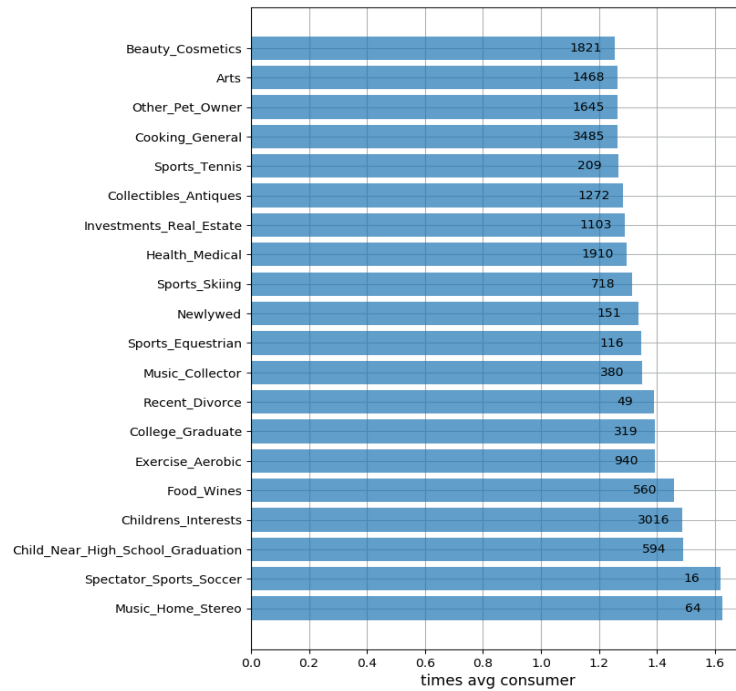


CONSUMER DATA APPEND SAMPLE APPEND DATA

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Hobbies and Interests





BUSINESS DATA APPEND PRICING SHEET

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*Base pricing includes up to 10 demographics.

SELECTIONS

Contact Name	Lat (Zip Level)	SIC 4 Digit Description
Email Address	Long (Zip Level)	SOHO Flag
Phone Number Address	MSA Code	Source Code
City	New Business Flag	State/County Code
State	Secondary Address	Title Category
Zip	Secondary City	Unique ID
Zip4	Secondary State	Web Address
Act Employee Size	Secondary Zip	Years in Business
Act Sales Volume	Secondary Zip4	
AdSize	Secondary CRRT	
Business Start Year	Secondary NACIS Code	
CRRT	Secondary NACIS Description	
Fortune 500	Secondary SIC Description	
Flag Franchise Code	Secondary SIC	
Home Office	SIC 2 Digit Description	