

Former Homeschooling Families

TF002X

Total list: 505,263

Base Price \$50/M

This list consists of families who previously homeschooled their children. Demographic profile is predominately Christian, politically conservative, pro-life, concerned about family values and very active in their local churches. All records are 100% Zip+4.

Minimum Order: \$250.00

Profile:

Phone Numbers -----	212,835
Female -----	319,127
Male -----	126,322

Head of Household Age:

Ages 18 to 29 -----	4,974
Ages 30 to 39 -----	18,174
Ages 40 to 49 -----	90,068
Ages 50 to 59 -----	213,238
Ages 60+ -----	115,607

Any age range may be selected.

Income:

\$15,000 to \$34,999 -----	95,844
\$35,000 to \$49,999 -----	93,269
\$50,000 to \$74,999 -----	117,246
\$75,000 to \$99,999 -----	59,690
\$100,000+ -----	75,650

Multi-buyer Priority Ranking:

1 time buyer/inquirer -----	217,702
2 time buyer/inquirer -----	131,045
3 time buyer/inquirer -----	56,649
4 time+ buyer/inquirer -----	99,867

Ages of Children:

Age 0 to 3 -----	75,253
Age 4 to 7 -----	75,259
Age 8 to 12 -----	92,260
Age 13 to 18 -----	152,120

100% Deliverability Guaranteed!

Sample Mail Piece Required For Approval

Selection Charges:

Call for quote on multiple selections

Recency -----	\$10/M
Head of Household Age -----	\$20/M
Age of Children -----	\$20/M
Presence of Children -----	\$10/M
Marital Status -----	\$10/M
Income -----	\$20/M
Gender -----	\$5/M
Multi-buyer Priority -----	\$20/M
Phone -----	\$20/M
State/Zip/County/DMA/MSA/CBA -----	\$5/M
Urban/Rural -----	\$10/M
Radius -----	\$25/Ea
Telemarketing Surcharge -----	\$10/M

Broker Discount on ALL Selections!

Output Charges:

Key Codes/Title Line -----	\$2/M
Email -----	\$25/F
Cheshire Labels -----	N/C
4-Up PSL -----	\$5/M
CD -----	\$20/F
4x6 Telemarketing Cards -----	\$10/M
Galley List -----	\$10/M
Presort/Barcode -----	\$5/M*

* \$50 minimum charge.

Tri-Media Marketing Services	
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