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AFRICAN AMERICAN RESPONDERS

TOTAL FILE: 6,901,106

QUARTERLY HOTLINE: 315,202

Black Planet.com - Email and Postal

Email Count = 592,785

\$80/CPM

African American consumers purchased \$2.4 billion worth of merchandise last year, according to ABC News And according to Nielsen Media Research, a company that measures television audiences worldwide, these consumers respond well to advertisements for credit cards, sports and music products, cellular phone offers as well as lottery, sweepstakes and magazine subscriptions. *50% are between the Ages of 25 – 44.

*64% Male *36% Female

*\$45,000 Median Income

Black Planet consumers have gone to www.blackplanet.com and opt-in. This data comes with date/ time stamp, IP and the source site.

SELECTIONS:

| | |
|-----------------------|--------|
| Hotline: | \$10/M |
| Geography: | \$5/M |
| Income: | \$5/M |
| Age: | \$5/M |
| Gender | \$5/M |
| Marital Status: | \$5/M |
| Mail Order Buyer: | \$5/M |
| Magazine Subscriber: | \$5/M |
| Computer Owner: | \$5/M |
| Donor: | \$5/M |
| Ethnicity: | \$5/M |
| Religion: | \$5/M |
| Book Buyer: | \$5/M |
| Credit Card Holder: | \$5/M |
| Homeowner: | \$5/M |
| Length of Residence: | \$5/M |
| Presence of Children: | \$5/M |
| Age of Children: | \$5/M |
| Telephones: | \$25/M |

CANCELLATION POLICY:

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

UPDATE CYCLE:

NCOA'd quarterly, new names added monthly.