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COLLEGE STUDENTS

TOTAL FILE: 6 Million

BASE PRICE: \$100/M

College club = 4.5 Million

Campus Babble = 1.5 Million

The Bold Media LLC. college student database is comprised of those that have opted-in for information on a variety of products and services via online surveys. With our affiliate partners we have worked with Harris Communications, NPD Group, and The Nielsen Group with a multitude of online surveys that focused solely on college students. The main source of Bold Media LLC.'s opt-in data for College students comes from www.collegeclub.com with email and class year. An additional source comes from www.Campusbabble.com. This data provides you with the school name and major where available. This data is self-reported and pricing is based on volume.

SELECTIONS:

Geography:	\$10/M
Age:	\$5/M
Gender	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Credit Card Holder	\$10/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Parents of Student	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Children:	\$5/M
Class Year:	\$10/M
Telephones:	\$40/M

FORMAT:

Pressure Sensitive	
Labels:	\$10/M
Telemarketing Cards:	\$10/M
CD-ROM/Zip Tape/	
Diskette/E-Mail:	\$35 Flat

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.
Minimum order: 10,000 postal or Email records.