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Parents of K-12 STUDENTS

TOTAL FILE With Email: 6,143,316

BASE PRICE: \$90/M

This file contains parents of students that have answered online surveys – all information is self purported from those looking into improving the education of their children and/or child. All have opted-in to receive information on improving the child's test taking abilities and study habits. All surveys have revolved around and academic improvement as well as social skills positive community involvement. Additional attributes have been appended to make this a more targeted and responsive list.

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	\$15/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:	\$15/M
Major	\$25/M
Telephones:	\$40/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.