

# CONSUMER DATABANK DATA CARDS



Access America Databank <sup>SM</sup>	Homeowners	Renters
<p><b>Reach Virtually Every Qualified Prospect in America</b></p> <p>This list provides detailed information on over 195 million Americans and approximately 110 million households, compiled from numerous public record sources. Updated monthly to bring you the freshest and most complete information possible.</p> <p><b>Access America Databank<sup>SM</sup></b> Total Universe: (195,000,000+) <span style="float: right;">\$22.50/M</span></p>	<p><b>Contact the American Homeowner Market With Ease and Confidence</b></p> <p>For over 15 years FMP has been compiling valuable Homeowner information. Homeowners are an important market segment and are constantly in need of everything from home accessories to insurance, credit cards to entertainment and travel, and due to time constraints are prone to catalog and online shopping.</p> <p><b>Homeowners</b> Total Universe: (60,000,000+) <span style="float: right;">\$30.00/M</span></p>	<p><b>Target the American Renter Market With Ease</b></p> <p>The "Renting" population tends to include active singles, single parents, young families, prospective home buyers, and those aging Americans who want to trim their household size. Their needs are varied and with additional demographics you can easily target the most desirable households. This dynamic list of renters is updated monthly.</p> <p><b>Renters</b> Total Universe: (30,000,000+) <span style="float: right;">\$30.00/M</span></p>

**VISIT [FMPDIRECT.COM](http://FMPDIRECT.COM) FOR ONLINE COUNTS**

Selections	
<p>Dwelling Type, Gender, Head of Household, Household Income, Length of Residence, Marital Status, Median Age, Median Education, Median Home Value – each \$5.00/M extra</p> <p>Individual Income, Presence of Children – each \$7.50/M extra</p>	<p>Exact Age, Telephone Numbers – each \$10.00/M extra</p> <p>State, SCF, County – \$5.00/M extra; Zip Code, Mileage Radius – \$6.00/M extra</p>
Best Uses	Other
<ul style="list-style-type: none"> <li>• Automotive</li> <li>• Banking</li> <li>• Catalog</li> <li>• Consumer Products</li> <li>• Continuity Clubs</li> <li>• Credit Cards</li> <li>• E-Commerce</li> <li>• Entertainment/Travel</li> <li>• Fundraising</li> <li>• Health/Fitness</li> <li>• Home Accessories</li> <li>• Insurance</li> <li>• Investment</li> <li>• Magazine/Newspaper</li> <li>• Mortgage/Refinance</li> <li>• Restaurant</li> <li>• Retail/Services</li> <li>• Telecommunications</li> <li>• Tourism</li> <li>• Utilities</li> </ul>	<p><b>Delivery:</b></p> <ul style="list-style-type: none"> <li>• Shipping occurs on or before the third working day from receipt of all required materials</li> <li>• Rush service is available for an additional fee</li> </ul> <p><b>Requirements:</b></p> <ul style="list-style-type: none"> <li>• Minimum test: 5,000 names</li> <li>• Sample mail piece &amp; mail dates</li> <li>• Purchase order or signed order confirmation</li> <li>• Prepayment or payment of previous orders if applicable</li> </ul>