

New Selects!

Lifestyle/Specialty

AmeriLINK® Interests Database

70,000,000

It's no surprise that our personal hobbies and interests often drive our discretionary income spending habits. Personal interests often give marketers deeper insight into consumers' spending behavior more than any form of information other than direct consumer feedback. If you need to reach computer users who love motorcycling or fisherman who travel, we have the most comprehensive personal interests database in the country. Compiled from the largest collection of detailed surveys and product registration cards available, our AmeriLINK® Interests Database is now the premier source of consumer interests and hobbies in the industry. With information on how Americans spend their leisure time, you'll target your offers more effectively. Combining these interests can give you an even more finely targeted group of prospects. For example, select people who own pets and are charitable donors to reach consumers who are likely to respond to fundraising requests focused on animal well-being. These individuals are 100% mail responsive, which gives each record a potential inherent lift in response.

Total Count	70,000,000
Base Price	\$55.00/M

Interest Selects	Price
Individual responder.....	N/C
Survey date.....	N/C

Interest Selects **Price**
Base price includes **one** select. Each additional select is \$6.50/M

General

- Household level match
- Individual level match
- Interest code present
- Online purchaser
- Survey date
- Want further mailings

Pets

- Household pets
- Own a cat
- Own a dog
- New!** Own a horse

Collectibles

- Art/antique collecting
- Coins
- Dolls
- Figurines
- Fine art
- Plates
- Sports memorabilia
- Stamps

Dieting

- Dieting/weight control
- Health/natural foods
- New!** Natural/herbal/organic
- New!** Vitamin supplements

Life Status

- Grandchildren
- Military veteran

Hobbies

- Aircraft
- Automotive work/repair
- Baking
- New!** Bird feeding
- Bird watching
- New!** Career advancement
- Career improvement courses
- Casino gambling
- Cigar smoking
- Civic activities
- Cooking
- New!** Cooking low-fat
- Crafts
- Cultural/art events/theater
- Current affairs
- New!** Exercise 3x a week
- Gardening
- Gourmet foods/cooking
- Home furnishing/decorating
- Home improvement/repair
- Home study courses
- Home workshop
- House plants

Demographic Selects **Price**

All select charges apply in addition to the base price

Bankruptcy suppression	\$5.00/M
Census data	\$2.50/M
Children's presence by age	\$15.00/M
Corrective lens wearers	\$10.00/M
Dwelling type	\$2.50/M
Estimated household income	\$5.00/M
Ethnic code	\$10.00/M
Exact age (date of birth)	\$10.00/M
Family position code	\$2.50/M
Gender	\$2.50/M
Geography (state, ZIP, SCF, county)	\$2.50/M
Height and weight (each)	\$10.00/M
Homeowner	\$10.00/M
Length of residence	\$3.50/M
Mail-order buyer	\$15.00/M
Mail responsive	\$10.00/M
Marital status	\$2.50/M
Net worth	\$20.00/M
Number of children	\$10.00/M
Occupation	\$10.00/M
Race code	\$20.00/M
Telephone numbers	\$10.00/M

Neighborhood Selects **Price**

All select charges apply in addition to the base price

PRIZM NE™	\$10.00/M
-----------------	-----------

Minimum Order.....\$250.00

**For orders, call toll free:
866-ASK4KBM (275-4526)**

PRIZM NE is a registered trademark of Claritas, Inc.

(continued on next page)

Lotteries

- New!** Motorcycle riding
- Nation's heritage
- Needlework/knitting
- Photography
- Quilting

- New!** Scrapbooking
- Self-Improvement
- Sewing
- Sweepstakes
- Wines
- Woodworking

Electronics/Technical

- Buy videos
- Cable TV
- Electronics
- Home PC
- Home video games
- Home video recording
- Own a CD player/DVD player
- Own a cellular phone
- Stereo/records

Fun/Lifestyle

- All-Terrain vehicles
- Concealed weapons
- Flying/pilots
- Motorcycling
- Recreational vehicles
- Snowmobiles
- Swimming pool

Mail-Order Buyer

- Books/magazines
- Children's products
- Clothing
- Cosmetics
- Food products
- Gifts
- Home furnishings
- Jewelry
- Magazines
- Plus-size clothing
- Shoes
- Video/DVD

Investments

- Life Insurance
- New!** Medicare coverage
- Money opportunities
- Mutual funds
- Real estate
- Stocks/bonds

Music

- New!** Alternative
- New!** Big Band/Swing
- Christian or Gospel
- Classical
- Country
- Hard Rock/Heavy Metal
- Jazz
- Rhythm and Blues
- Rock and Roll
- Soft Rock

Reading

- Astrology
- Bible reading
- Book reading
- Best-selling fiction
- Books on tape/CD
- Children's books
- Computer
- Cooking or culinary
- Country lifestyle
- Fashion clothing
- History
- Interior decorating
- Medical or health
- Military
- Mystery
- Natural health remedies
- People or entertainment
- Relationships or intimacy
- Romance
- Science fiction
- Science/technology
- Sports
- New!** Thriller/suspense
- World news or politics

Donor/Charity

- Animal
- Arts/cultural
- Children
- Health
- New!** Humanitarian/world relief
- Political/conservative
- Political/liberal
- Religious
- Veterans
- Wildlife/environment

Sports

- Baseball
- Basketball
- Bicycling

- Boating/sailing
- Camping/hiking
- Fishing
- Fitness
- Football
- Golf
- Hockey
- Hunting/shooting
- NASCAR™
- Physical fitness
- Powerboating
- Running/jogging
- Scuba
- Snow skiing
- Sporting interests
- Sports on TV
- Tennis
- Walking/health
- Weightlifting

Travel

- Business International
- Business USA
- Canada travel
- New!** Casino gambling
- New!** Casino vacation
- New!** Cruise vacation
- Family vacation
- Frequent business travel
- Frequent flyers
- Personal International
- Personal USA
- RV
- New!** Timeshare
- US Travel
- Vacation cruises

List Rental

Formats and Policies

Receiving a list you've purchased from KnowledgeBase Marketing® is easy and available for output and delivery to you in a variety of file formats and digital media to suit your individual needs. If time is critical, we can even email or FTP your purchased list to you, saving valuable time and getting your offer to market faster than ever before. If you don't see the output option you need listed below or would like to set up your account for electronic list delivery, please call us at the numbers listed below.

Commission

Brokers may qualify for trade and volume discounts. Call for qualification details.

Rental

Each rental guarantees one-time use. Additional/unlimited use available. Call for pricing.

Delivery

Demographic, Attitudinal, Lifestyle and Business lists qualify for 24-hour turnaround. Most Hotline orders qualify for 48-hour turnaround. Sample mailing piece and/or telemarketing script required.

Cancellation

Canceling 10 days prior to original mail date will incur a \$10/M net cancellation charge. Full payment is due on all orders canceled outside of this parameter.

Format

Price

3 x 5 cards.....	\$15.00/M
4-up cheshire labels.....	N/C
4-up pressure sensitive labels	
Under 50 M.....	\$6.00/M
Over 50 M.....	\$5.00/M
Bar coding.....	\$1.00/M
Carrier route presorting.....	\$3.50/M
CD-ROM.....	\$10.00 ea.
Diskette.....	\$10.00 ea.
Electronic delivery (quantity limits apply)...	\$25.00 flat
Key coding.....	\$1.00/M
Mag tape 9T 1600/6250 or cartridge (nonrefundable).....	\$10.00 ea.
Manuscript.....	\$5.00/M
Prioritizing.....	\$2.00/M
Resequencing/breaks.....	\$1.00/M
Running charge.....	\$5.00/M
Splits.....	\$0.50/M

**For orders, call toll free:
866-ASK4KBM (275-4526)**