



Consumer in U.S. with Postal Address

Consumer Postal Pricing (cost per thousand records)	Retail CPM	CPM
Base Rate	\$70.00	\$63.00
1 to 5 Selects	\$10.00	\$2.00
Over 5 Selects	\$25.00	\$2.00
Discretionary Spending Index (DSI)	\$36.00	\$32.40
Premium Income	\$16.00	\$14.40
ANGLERS	\$16.00	\$14.40
PYCO	\$40.00	\$36.00
Phones	\$10.00	\$9.00
Minimum order	\$1000.00	\$450.00*
*Flat Rate Fee		