

REACH TOMORROW'S FUTURE TODAY



Educational List Services, Inc.



College Students - 4,500,000

College students is one of the most lucrative markets currently available to direct marketers. Why? Because they represent your future customers. These young adults will be the affluent purchasers in the years to come. And now is the time when they are forming their purchasing habits. What they buy. Who they buy from. And how they buy it. Educational List Services can help you reach tomorrow's future today!

Educational List Services is the compiler of the College Student Database, a division of Unique Data Services, Inc. and a member of a family of companies which include: University Subscription Service, Versatile Card Technologies, Unique Embossing, Unique Mailing Services, Automated Presort Services, Global Card Services, Creative Automation, and Fulfillment Xcellence. Our sister company, University Subscription Service, has been marketing to college students since 1974. In fact, they mail to the entire database every year.

The College Student Database is completely recompiled each school year from college student directories. To maintain the highest level of quality control, we contact each college and local post office to verify their preferred method of addressing. In addition to doing our own data entry, we are also a data processing service bureau and verify the accuracy with CASS certified computer software.

Base Price - \$45.00/M

Selections

Class Year	\$ 10.00/M
State, SCF, Zip Code	\$ 5.00/M
Gender	\$ 5.00/M
School Name	\$ 10.00/M
Field of Study	\$ 20.00/M
Telephone Numbers	\$ 55.00/M
Tuition Level	\$ 5.00/M
School Size	\$ 5.00/M
Barron's Competitive Code	\$ 5.00/M

Media Formats

Email/FTP	\$ 50.00 Flat
CD-ROM	\$ 25.00 Flat
Key Coding	\$ 1.00/M
Run Charge	\$ 7.50/M

Terms

All lists are rented for a one-time use. A re-mail ordered at the same time as the original is 50% of the purchase price. Discounts are offered for volume mailings. The data is also available under an annual license for unlimited usage. Minimum billing is \$300.00. Educational List Services pays the standard 20% commission to all recognized brokers and advertising agencies.

Visit our web site at www.educationallist.com

Or email jquinn@educationallist.com

Educational List Services, Inc

5300 Katrine Ave., Downers Grove, IL 60515

Phone (630) 968-1290 • Fax (630) 968-6010