



**MAILING LIST
Order Form**

EMERALD MAIL DIRECT Today's Date _____

If Emerald is acquiring a mailing list for you, the order form below must be completed with your mailing list needs. Please select one of the two types of lists below (Consumer or Business list), and then fill in the necessary criteria for your list. If you are providing a list to Emerald, it must be an .xls or .csv file. (Refer to the EMD Electronic List Layout for proper format.)

CLIENT NAME: _____

- | | | |
|--|------------------------------|-----------------------------|
| 1. I am providing a list to Emerald. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 2. In addition to my list, I would like Emerald to acquire a list for my mailing. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 3. I would like to use a list previously used by Emerald. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 4. I would like my previously used list to be scrubbed. Additional fee will apply. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

CONSUMER LIST RESEARCH CRITERIA
Please check desired criteria below.

Age	Household Income	Misc.
<input type="checkbox"/> 25+ or <input type="checkbox"/> 25-34	<input type="checkbox"/> \$30K+ or <input type="checkbox"/> \$30K – 39,999	<input type="checkbox"/> IPA* _____
<input type="checkbox"/> 35+ or <input type="checkbox"/> 35-44	<input type="checkbox"/> \$40K+ or <input type="checkbox"/> \$40K – 49,999	<input type="checkbox"/> Net Worth* _____
<input type="checkbox"/> 45+ or <input type="checkbox"/> 45-54	<input type="checkbox"/> \$50K+ or <input type="checkbox"/> \$50K – 74,999	<input type="checkbox"/> No Income <input type="checkbox"/> Homeowner
<input type="checkbox"/> 55+ or <input type="checkbox"/> 55-64	<input type="checkbox"/> \$75K+ or <input type="checkbox"/> \$75K – 99,999	<input type="checkbox"/> Married <input type="checkbox"/> PO Box
<input type="checkbox"/> 65+ or <input type="checkbox"/> 65-74	<input type="checkbox"/> \$100K+ or <input type="checkbox"/> \$100K – 124,999	<input type="checkbox"/> Women's List <input type="checkbox"/> Men's List
<input type="checkbox"/> 75+ or <input type="checkbox"/> Other _____	<input type="checkbox"/> \$125K+ or <input type="checkbox"/> \$125K – 149,999	*Add'l Fee
	<input type="checkbox"/> \$150K+ or <input type="checkbox"/> Other _____	

Grouping Model
EMD-803-00-000000-Add'l \$.065/ea.
Data Required: Age, Geography

Wealth Model
EMD-801-00-000000-Add'l \$.095/ea.
Data Required: Age, Geography, Income

Behavior Model
EMD-802-00-000000-Add'l \$.095/ea.
Data Required: Age, Geography

In the spaces below, please enter at least 7 ZIP codes in your area. (If more zip codes required, attach additional file.)

ZIP CODE SEARCH
YOUR ZIP CODE >>>

RADIUS AROUND ZIP CODE
UP TO 50 MILES

NOTES:

The standard mailing list includes the following criteria: inferred age, income range geographic location/zipcode, homeowner status. Additional list criteria are available for a fee. Note: In order for Emerald to secure a mailing list for you, your signature will be required at the time of the list order.

Fax completed form to (858) 674-2465 Attention: Emerald Mail Direct
Upon receipt of this order form, we will fax your counts to you, typically within 48 hours.
Final count approval must be obtained prior to first draft signoff.

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BUSINESS LIST RESEARCH CRITERIA
Please fill in the desired criteria below.

Year Business Established _____

Employee Size

- | | |
|--------------------------------------|------------------------------------|
| <input type="checkbox"/> 1-4 | <input type="checkbox"/> 50 - 99 |
| <input type="checkbox"/> 5 - 9 | <input type="checkbox"/> 100 - 499 |
| <input type="checkbox"/> 10 - 19 | <input type="checkbox"/> 500 - 999 |
| <input type="checkbox"/> 20 - 49 | <input type="checkbox"/> 1000+ |
| <input type="checkbox"/> Other _____ | |

Sales Volume

- | | |
|--|---|
| <input type="checkbox"/> Under \$500K | <input type="checkbox"/> \$10,000,000 - 99,999,999 |
| <input type="checkbox"/> \$500K - 999,999 | <input type="checkbox"/> \$100,000,000K - 499,999,999 |
| <input type="checkbox"/> \$1,000,000 - 2,499,999 | <input type="checkbox"/> \$500,000,000 - 999,999,999 |
| <input type="checkbox"/> \$2,500,000 - 4,999,999 | <input type="checkbox"/> \$2,500,000 - 4,999,999 |
| <input type="checkbox"/> \$5,000,000 - 9,999,999 | <input type="checkbox"/> \$1,000,000,000+ |
| <input type="checkbox"/> Other _____ | |

Other: _____

In the spaces below, please enter at least 7 ZIP codes in your area. (If more zip codes required, attach additional file.)

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