



## Base Price

**\$35** per thousand including Name, Address, and Phone

## Price Level One (1)

**\$5** per thousand for each individual select

Estimated Age	Median Years in School
Estimated Income	Property Type
Median Income	Percent Black
Gender	Percent Hispanic
Marital Status	Nielsen County Code
Household Composition	Length of Residence
Education	Size of Family Dwelling Unit
Wealth Code	Homeowner Type
Ethnic Code	Median Home Value
Spanish Spoken at Home	Address Type
Title	

## Price Level Two (2)

**\$10** per thousand for each individual select

Exact Age	Inferred Preschool Children
Date of Birth	0-6
Month of Birth	Inferred Grade School
Presence of Children	Children 7-12
Number of Children	Inferred High School
Child Male 0-3	Children 13-18
Child Female 0-3	Credit Card
Child Male 4-6	Occupation
Child Female 4-6	Occupation Type
Child Male 7-9	Mail Order Responder
Child Female 7-9	Presence of Email
Child Male 10-12	Computer Owner
Child Female 10-12	Internet User
Child Male 13-18	
Child Female 13-18	

**Price Level Three(3)****\$18** per thousand for each individual select

Investor	Outdoor Sports Lover
Mail Order Responder Hits	Cats
Mosaic Group Code	Outdoor Enthusiast
Mosaic Global Code	Pets
Mosaic Cluster	Book Reader
MOR Merchandise Upscale	Cooking Enthusiast
MOR Merchandise Male MOR	Traveler
Merchandise Female MOR	Cruise Enthusiast
Merchandise Crafts MOR	Interest in Domestic Travel
Merchandise Garden MOR	Interest in Foreign Travel
Merchandise Books MOR	Purchases through Mail
Merchandise Collects MOR	Purchases via Online
Merchandise Gifts MOR	Purchases via Phone Home
Merchandise General MOR	Decorating Enthusiast
Magazines Family MOR	Automotive Buff
Magazines Female MOR	Invests In Mutual Funds /
Magazines Male	Annuities
MOR Publications Religion	Business Opportunity
MOR Publications Garden	Plans To Invest In Business
MOR Publications Culinary	Opportunity
MOR Publications Health	Home Business Indicator
MOR Do-It-Yourself	Estimated Home Value
MOR News-Financial	Retail Credit Card Bank
MOR Photography	Credit Card
MOR Contests	Travel Credit Card
MOR Miscellaneous	Gas Credit Card
MOR Odds And Ends	Gold Credit Card
MOR Religious Donor	Platinum Credit Card
MOR Political Donor	
MOR Health Donor	
MOR General Donor	
Environmental Fundraiser	
Other Fundraiser	
Poverty Relief	
World Peace	
Educational	
Public Issues	
Phone Fundraiser	
Mail Fundraiser	
Telethon Fundraiser	
Exercise Enthusiast	
Dogs	
Gardener	

**Mortgage Leads****\$45** per thousand**\$15** for each select

Home Sale Amount  
Mortgage Loan Type  
Mortgage Loan Amount  
Adjustable Interest Rate  
Mortgage Interest Rate  
Term of Mortgage  
Mortgage Loan to Value  
Lender Code/Name  
Mortgage Credit Line  
Information  
Mortgage Estimated Equity  
Mortgage Estimated Monthly  
Payment  
Home Purchase Type  
Refinance  
Second mortgage  
Construction loan  
Foreclosure  
Multi loan  
Lender Type  
Estimated Loan Balance  
Year Home Built Code  
Year Home Built as a  
Numeric Value  
Purchase Date  
Refinance Date  
2nd Mortgage Date  
Credit Line Date  
Swimming pool  
Central Air Conditioning  
Condominium  
Home Land Value  
Home Tax Value  
Home Assessed Value  
Home Taxes Paid  
Home Improvement Value  
Land Square Feet  
Home Square Feet  
Home Stories  
Home Rooms  
Home Bedrooms

Home Baths  
Home Fireplaces  
Home Floor Type  
Home Heating Type  
Home Exterior Wall Type  
Mortgage Sale Price  
Mortgage Loan Amount  
Mortgage Interest Rate