

MEDbase200® masterfile



650+ Social Networks ... 192 Countries !

ACTIVE SOCIAL NETWORK USERS ... WORLDWIDE!

This International megafile is comprised of individuals who are **Active Social Network Users** from across the globe. This is the largest, most complete and most selectable file of its type, covering more than 650 Social Networks across 192 countries. It can be filtered in ways not available through any other list source, and is readily available for postal mailings, as well as email campaigns and SMS message deployments. The list owner offers a **FREE "Double-Back"™** email deployment with every email campaign order.

Please visit <http://www.medbase200.com> for further details, or email us at info@medbase200.com for refined counts and costs.

SEGMENTATION	COST
423,414,578 Base Rate	\$79.00 /M
423,414,578 Social Network Type	+ \$10.00 /M
423,414,578 Network Access Frequency	+ \$10.00 /M
423,414,578 # of Friends, Contacts, Connections	+ \$10.00 /M
423,414,578 Blog Subscribers	+ \$10.00 /M
423,414,578 Software Usage/Preference	+ \$10.00 /M
54,887,452 SMS Access	\$249.00 /M
398,434,129 Email Deployment	\$129.00 /M

MEDIA TYPE

Business and
Consumer



SOURCE

Research-based masterfile

GEOGRAPHY

Domestic (US), Canada, ROW

MASTERFILE TYPE

Respondee opt-in
Proprietary survey-generated
Research-based
Internally audited and verified
CASS/DPV/NCOA-Certified monthly
Deceased-Suppressed, every use

FILE MAINTENANCE

Market Entry 12/01/2010
Counts through 12/01/2010

DATA CARD MAINTENANCE

New to Market 12/01/2010
Next update 3/01/2011

ACTIVE SOCIAL NETWORK USERS ... WORLDWIDE

Now, you can reach users and subscribers of over 650 Social Networks in 192 countries, such as Twitter®, LinkedIn, Facebook®, MySpace®, Nexopia®, Bebo®, Hi5®, Hyves®, StudiVZ®, iWiW®, Tueni®, Decayenne®, Tagged®, XING®, Badoo®, Skyrocket®, Orkut®, Friendster®, Mixi®, Wretch®, renren®, Cyworld®, and many more.

Active Facebook® Users

Facebook® users represent the largest community of online social networkers with recently published figures totaling close to 500 million. The networking site to which all others are compared can claim '09 to '10 growth rates from 100% to 922% in nearly every conceivable subset, with the highest growth in the 55+ age bracket.

Active Twitter® Users

With registered Twitter® users reaching 175 million in the month of October and 300,000 new users registering every day, this list provides access to the active users of this quickly growing microblogging mecca. Recent data, published by Edison Research, finds 84% using the site to learn

about and discuss consumer products, a staggeringly high concentration of like-minded and product-conscious consumers. Subsets are available for age, sex, race, users that access Twitter from multiple devices (over 84% do!), estimated active users with registered accounts, users that utilize other social networking sites, users that “Tweet” for a business at least once per day, etc. See mobile Active Twitter® Mobile Users (below) to target Twitter’s largest sub-group.

Active Twitter® Mobile Users

Recently independent research has confirmed that Twitter® users’ overwhelming predilection for SMS usage. Since the advent of the I-Phone Twitter® application in April, Mobile usage has skyrocketed 64%, and approximately 15% of total new users register for Twitter through a mobile device. It is expected that these mobile numbers will only increase as new mobile Twitter® applications flood the market. Accessing Twitter® users through their mobile device may in fact be the quickest route. Subsets are available for users that “Tweet” at least once per day, users that follow more than ten other users, etc.. Selects may also be employed on the genre of followed blogs: for example, lists may be obtained for users who follow celebrities’ blogs, users who follow academic blogs, or users who follow Tea Party blogs, etc.

Active LinkedIn® Users

For those seeking to access a decidedly professional demographic, IBSI offers the Active LinkedIn® Users list. With a median age of 40 and median income a full \$20,000 higher than comparative active Twitter® users, LinkedIn® users represent the largest and most active online congregation of primarily business-networking conscious individuals. A sample list of selects appears below.

Proprietary selects available by our research offers access to over 2,500 other data points and selections such as the ones listed below.

This file is guaranteed for 100% Deliverability and is also NCOA/CASS/DPV-Certified for the highest accuracy possible, and is updated monthly.

Please visit <http://www.medbase200.com> for further details, or email info@medbase200.com for counts and costs. We are the sole owner of this file.



SELECTION COSTS

Social Network Type	\$10.00 /M
Network Access Frequency	\$10.00 /M
Software Usage/Preference	\$10.00 /M
# Friends, Contacts, Connections	\$10.00 /M
Personal/Business Associations	\$10.00 /M
Business/Personal Blog Followers	\$10.00 /M
Blog “Follower” by Genre	\$10.00 /M
Topics of Greatest Interest	\$10.00 /M
Age bracket	\$10.00 /M
Household Income Bracket	\$10.00 /M
Gender	\$10.00 /M
Marital Status	\$10.00 /M
Education Level	\$10.00 /M
Geography	\$10.00 /M
Ethnicity / Race	\$10.00 /M

AVERAGE HH INCOME

Annual Value \$36,567

MINIMUM ORDER

Record Quantity 5,000
Order Value n/a

COMMISSIONS ALLOWED

Brokers 20%
Agencies 20%

Volume Discounts available for quantities over 50,000 records.

NET NAME ARRANGEMENTS

Negotiable

EXCHANGES

Exchange not permitted

Language/Fluency	\$10.00 /M
Religion	\$10.00 /M
Home Ownership/Value	\$10.00 /M
Donors by Cause	\$10.00 /M
Presence of Children	\$10.00 /M
Technology Use	\$10.00 /M
Lifestyle, Interest, Experience	\$10.00 /M
Insurance Coverage	\$10.00 /M
Medicare/Medicaid Enrollee	\$10.00 /M
Book or Magazine Readership	\$10.00 /M
Incidence of Ailments	\$10.00 /M
Recency by Month	\$10.00 /M
Travel Plans/Frequency	\$10.00 /M
Buying Habits	\$10.00 /M
Credit Card Usage	\$10.00 /M
Mail Order Buyer (MOB)	\$10.00 /M
Brand Preferences	\$10.00 /M
Rx/OTC Medication Usage	\$10.00 /M
Political Affiliation/Alignment	\$10.00 /M
Housing/Property Type	\$10.00 /M
SMS Access	\$10.00 /M
Email Access	\$10.00 /M
Length of Residence	\$10.00 /M

LIST OWNER

Integrated Business Services , Inc.

UNIT OF SALE (“MOB”) INFORMATION

High	\$150.00
Average	\$76.00
Low	\$50.00

GENDER DISTRIBUTION

Male	46%
Female	54%

GUARANTEE

This list is guaranteed for 100% deliverability as posted prominently at medbase200.com.

CONTACT

Sam J. Tartamella , Jr.
Integrated Business Services, Inc.
736 N. Western Ave, #125
Lake Forest, 60045-1820
info@medbase200.com
P (847) 735-1690 F (847) 735-1692

EXTENDED USAGE

REUSES: Discounts are allowed for reuses when reuses are ordered with the initial use.
UNLIMITED 1-YEAR USAGE: Special pricing applies to this option.

TELEMARKETING

Phones are not releasable, and phone appending is strictly forbidden.
Fax numbers are not released, and fax appending is strictly forbidden.

CANCELLATION

Cancellations are acceptable \$50.00 /M prior to original mail date.

FINANCIAL

VISA/MC/AMEX Accepted

ADDRESSING

A/B Split	n/c
email Delivery of Output	\$50.00 /F
email Deployment	\$35.00 /M
email Creative Setup	\$100.00 /F
FTP Drop box Transfer	\$50.00 /F
Nth Name Filtering	n/c
Run Charges where applicable	\$7.50 /M
Rush Fee	\$100.00 /F

SPECIAL INSTRUCTIONS

Integrated Business Services, Inc. (“IBSI”) is the exclusive owner of this file. Sample Mail Piece (SMP) required prior to release of file.

LIST USE RESTRICTIONS

List owner reserves the right to restrict usage for any reason whatsoever. Sample Mail Piece (SMP) is required prior to list shipment. Mailers are required to sign a List Use Agreement (LUA/LRA/LLA) prior to list shipment. List owner reserves the right to decoy-seed all lists to detect unauthorized usage. List usage guidelines are strictly enforced. Penalties apply for list use violations.