

# *Listopedia Consortium*

## Generation Y – Born 1981-1995

<b>3,044,670</b>	<b>Total Universe/Base Rate</b>	<b>\$120/M</b>
	<b>Email</b>	<b>\$120/M</b>
	<b>Postal</b>	<b>\$120/M</b>

The Generation Y file consists of consumers born 1981 – 1995.

These individuals are also known as the Internet Generation. They are very computer savvy and constantly connected to the internet.

95% of these individuals also own a cell phone, use instant messaging and text messaging. They enjoy social network websites, blogging and downloading music.

This file is selectable by age, gender, home owner, household income, income, lifestyle interest, marital status and presence of children.

Recommended Usage: Test this file for credit card offers, entertainment, cell phones, automobiles, student loan consolidation, music and more.

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**Special Instructions:**

*Minimum order is 10,000 records. Prepayment required for first time renters. Net terms available with approved credit. Turnaround time is 24-72 hours. Orders cancelled after email deployment or data processing require payment in full.*

<b>MAG List Code</b>	<b>TLC030</b>
<b>Minimum Order</b>	<b>10,000</b>
<b>List Type</b>	<b>Consumer</b>
<b>Opt-In</b>	<b>Confirmed Opt-In</b>
<b>Source</b>	<b>Internet/On-Line</b>

### SELECTS

Age	No Charge
Gender	No Charge
Geography	No Charge
Home Owner	No Charge
Household Income	No Charge
Income	No Charge
Lifestyle Select	No Charge
Marital Status	No Charge
Monthly Hotline	No Charge
Presence of Children	No Charge

### ADDRESSING

Additional Creative	\$250/F
CD Rom	No Charge
Electronic Fulfillment	No Charge
Email Testing	No Charge
Run Charge	\$10/M
Suppression <250K	\$300/F
Suppression >250K	\$500/F
Tracking	No Charge

### Sample Mailing Piece Required

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**Manager**

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## **Marketing Advisory Group, Inc.**

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