

CLOUD SURVEYS

OPT IN POSTAL DATA

Prospects:

260,621 Active Australian Members

Customers Sourced via:

On-Line Surveys

Customer Profile:

Cloud online surveys are Australia's fastest growing online permission consumer database provider. Cloud data is collected only with express consent from the end user from a wide variety of online properties. Cloud users join for the purpose of receiving relevant consumer offers that match their lifestyle, interests as well as financial and family status.

File Breakdown:

All data has been washed and validated by an external bureau to validate individuals at the address.

As at October 2010: -

49,500 Males

155,020 Females

NSW - 70,103

VIC - 56,894

QLD - 68,235

SA - 18,386

NT - 2,251

WA - 18,386

ACT - 3,366

List Maintenance:

Fully personalised, 100% privacy compliant, well maintained by the list owner and updated continually.

Investment:

\$315-00 / £00 Postal Data

**** All selections are inclusive in the cost per thousand rate. **
Please refer to page two for detailed selections available.**

\$375-00 Flat set up, establishment & delivery fee

10% GST for Australian customers
(Minimum order 5,000 records)

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Corporate Member since 1993



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Targeting / Selections:

Gender

State

Postcode

- Must be supplied in notepad txt (comma delimited) file

Date of Birth

Marital Status

No# of Children in Household

Child's Gender and Age Bands

Home Ownership Status

Job Situation (Retired, Part Time / Casual, Full Time)

Personal Income

- Under \$6000
- \$6,000 - \$9,999
- \$10,000 - \$14,999
- \$15,000 - \$19,999
- \$20,000 - \$24,999
- \$25,000 - \$29,999
- \$30,000 - \$34,999
- \$35,000 - \$39,999
- \$40,000 - \$44,999
- \$45,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,000
- \$100,000 - \$109,999
- \$110,000 - \$119,999
- \$120,000 - \$129,999
- \$130,000 or more

Household Income

- Up to \$10,000 pa
- \$10,000 - \$20,000 pa
- \$20,001 - \$30,000 pa
- \$30,001 - \$40,000 pa
- \$40,001 - \$50,000 pa
- \$50,001 - \$60,000 pa
- \$60,001 - \$70,000 pa
- \$70,001 - \$80,000 pa
- \$80,001 - \$90,000 pa
- \$90,001 - \$100,000 pa
- \$100,001 - \$110,000 pa
- \$110,001 - \$120,000 pa
- \$120,001 plus pa

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Targeting / Selections:

Job Function / Occupation (count as of 1st Nov 2010)

Accountants	1,300
Admin	9,800
Advertising Exec	150
Business Development Mgr	3,900
CEO / MD	204
Call Centre Mgr	305
CFO	48
Chairman / MD	77
IT Decision Maker	79
Company Accountant	70
Consultant	1,450
Customer Service	5,900
Database Design	178
Dentists	400
Dept Head / Mgr	460
Design Engineer	540
Director	1,483
Journalism	240
Educational Software	40
Engineers	470
Fleet Mgrs	140
Full Time Parent	7,400
General Mgr	227
Hairdresser	750
Home Duties	3,100
Hospitality Mgr	2,500
HR	500
IT	1,400
Lawyers	3,800
Marketing Managers	530
Nurse	3,500
Office Mgr	750
Clerical	1,800
Other	750
Teachers	1,300
Owner / Proprietor	1,400
Parole	220
PA	800
Product Mgr	180
Project Mgr	235
Property Mgr	113
Purchasing Mgr	90
Realtor	326
Sales Mgr	2,600
Semi-Skilled Worker	520
Skilled Worker	1,200
Small Business Owner	744
Student	4,900
Teacher	3,400
Trades Person	4,300
Unskilled Worker	270
Web Development	160

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