



Global Advertising Solutions



PRODUCT OFFER OVERVIEW

WE SPECIALIZE IN: CONTINUED ON NEXT PAGE



Permission Based Email Solutions When tailoring a list for a client, we evaluate a number of factors such as selecting the right data based on your unique needs, message, and targets. In addition, Lead Me Media evaluates each list by determining its mailing frequency and past performance to optimize your overall results. The Lead Me Media list acquisition team continuously explores new relationships, services and selection capabilities to keep our 70 million Opt-in + records fresh and responsive. [Click here to read our CAN-SPAM Compliance Statement.](#)



Mobile Marketing Solutions Lead Me Media offers today's most effective and newest service to combine with your Multi-Channel Blitz, Mobile Marketing. Mobile marketing is a very effective form of direct communication with incredible reach capabilities. It can be received anywhere regardless of time and place. It is considered the most personal media in the world today! With over 28 million opt-in mobile numbers worldwide and 13 million including a matching email address, this multi-channel approach will go beyond any other solution offered today. Choose from a wide range of demographics, geographic, and special interest criteria.



Voice Broadcast Solutions When it comes to Live Transfer leads, we are the best in the business. Lead Me Media has the largest and most efficient all digital calling platforms in the United States. We help companies deliver high quality prospects to their phone instantly enabling you to skyrocket your sales. By setting up a Live Transfer campaign you can literally cut your prospecting time by 50% + allowing you to close two to three times as many deals on an annual basis.

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To learn more about these products, please contact a consultant at 888-445-DATA (3282)



WE SPECIALIZE IN: CONTINUED



Database Enrichment Solutions Lead Me Media offers list services like data enhancement and permission-based appending by utilizing our enriched database of over 70 million opt-in records. Our append solutions enables you to match more of your database's customer names and physical addresses to corresponding email and mobile addresses while enhancing lifestyle characteristics. Lead Me Media recommends list hygiene and enrichment quarterly for companies who would like to keep their customer database alive and active.



Design Solutions First impressions are always a lasting impression, correct? That is why Lead Me Media has selected the best in-house team for designing and implementing websites, WAP sites, and HTML creative services that go beyond today's industry standards. No matter what design service you might need, Lead Me Media is the link to get your audience to react. Our experienced in-house team can also develop user friendly lead generation forms with impressive call to action design. Lead Me Media will set out to distinguish you from your competitors while presenting your information in a clear and entertaining way.



Lead Generation Solutions Lead Me Media's lead generation solutions are unmatched in our ability to generate clean, fast responses to sell your products and services. Our networks and partners deliver the highest rate of satisfaction for pay per performance marketing making the project a win-win for both the buyer and seller. Conversion rates on leads that we deliver often have a higher success rate than cold contacts because the prospect is pre-qualified, before you ever receive the lead. Lead generation has become popular with businesses because it enables a business to:

- Determine pricing on a per lead basis
- Select the geographical area that the business is interested in
- Pay only for the leads that are received
- Control and Cap the number of leads received each month.

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MULTI CHANNEL SOLUTIONS

With Lead Me Media's Multi Channel Solutions, we can send the same message or advertisement using many verticals. Lead Me Media has over 17 million US Postal records with matching Email and SMS reach capabilities. See below pages for a break down of our consumer and business selects.

Please contact your Lead Me Media rep for any specific counts.

Our **BLITZ Marketing** approach will provide you with the tactical leverage you need to go above and beyond the competition.



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CONSUMER SELECTIONS CONTINUED ON NEXT PAGE

DEMOGRAPHIC SELECTIONS

Age
Educational Level
Ethnicity
Gender
Homeowner
Income
Marital Status
Occupation
Presence of Children
Presence of Credit
Renter

GEOGRAPHIC LOCATION

State
County
City
SCF
Zip code

INCOME LEVEL

Less than \$25,000
\$25,000 - \$50,000
\$50,000 - \$75,000
\$75,000 - \$100,000
\$100,000 - \$150,000
\$150,000 - \$200,000
\$200,000 - \$250,000
\$250,000+

EDUCATION LEVEL

College - Bachelors Degree
College - Masters Degree
College - Ph.D.
College Grad
College Student
GED
High School Graduate
Online College
Some College
Vocational

AILMENTS

Alzheimer's
Angina
Arthritis
Asthma
Arthritis
Allergies
Astritis
Back Pain
Balding
Blindness
Breast Cancer
Cancer
Children's Health & Fitness
Clinical Depression
Diabetes
Emphysema
Epilepsy
Headaches
Hearing Difficulty
Heartburn
Heart Disease
High Cholesterol
Migraines
Osteoporosis
Parkinson's Disease
Physical Handicap
Ulcer

ARTS

Art
Arts & Crafts
Dance/Ballet & Jazz
Performing Arts
Models & Actors
Music
Musical Instruction
Musical Instruments
Paintings
Sculpting
Theatre

CONSUMER GOODS AND INTEREST

Audio/Visual
Books & Information
Cell Phones & Pagers
Clothing (mens, women, children)
Clubs
Cosmetics
Colognes
Computer Hardware & Software
Dining/Restaurants
Electronics
Foods
Furniture
Internet Merchandise
Jewelry
Music CD's
Online Buyers
Party Supplies
Recipes
Service Organizations
Singles
Teens
Toddlers
Toys

EDUCATION AND EMPLOYMENT

College
Education /General
Jobs & Employment
Primary Education
Science
Technical

ENTERTAINMENT

Clubs
Concerts
Events
Online Entertainment Users

HEALTH AND MEDICAL

Alternative Medicine
Contact Lens/Eyeglass wear
Disabilities
Exercise Equipment
Fitness
Herbal Remedies
Nutritional Supplements
Weight Loss

Hobbies and Interests

Antiques
Auctions
Camping
Cigars
Collectibles
Gardening
Guns
Hiking
Hobbies
Outdoor Adventure
Hunting
Pets
Photography
Politics
Religion
Travel

Home

Decoration / Design
Home Improvement
Vacation Homes

Music

Alternative Rock
Big Band
Classical
Country
Easy Listening
Jazz
Opera

Rap
World/Ethnic

PERSONAL BUSINESS

Annuities
Automotive Insurance
Business Services
College Savings/529's
Commodities/Speculators
Debt Reduction/Consolidation
Entrepreneurs
Financial Planning
Home Based Business
Insurance
Life Insurance
Mortgage Refinancing/Cash Out
Mutual Funds
Office Equipment
Office Supplies
Opportunity Seekers
Personal Finance & Investment
Property & Casualty Insurance
Real Estate Investment
Retirement Planning
Stocks, Bonds & Estate Planning

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CONSUMER SELECTIONS CONTINUED

PERSONAL INTERESTS

Arts
Collecting
Cooking
Do-It Yourself
Fine Dining
Gambling: Lottery, Casino,
Sweepstakes
Homemaking
Music
Nature
Performing Arts
Photography
Reading
TV/Games
Wine Tasting

REAL ESTATE

Commercial Property
Land
Residential Property

SPORTS

Baseball
Basketball
Boating or Sailing
Camping or Hiking
Collectible Sports Items
Equipment
Events
Fishing
Fitness
Football
Golf
Hockey
Hunting
NASCAR
Professional Sports Fan
Snow Skiing
Soccer
Sports (General)
Sports Apparel
Sports Equipment
Sporting Goods
Running
Water Skiing
Weight Lifting, Yoga or Pilates
Women's Sports

TRAVEL AND VACATIONS

Family Vacations
Business Travel
Car rentals
Cruises
Discounted Airfares
Guide Tours
International Adventure
International Travel
Lodging and Resorts
Outdoor Adventure
Romantic Vacations
Special Needs Travel
Theme Parks
Train travel
Travel and Vacations (General)
Vacation Rentals and Timeshares
Alternative Lifestyles

VEHICLES AND TRANSPORTATION

Airline Travel
Automobiles
Bicycles
Boats
Motorcycles
Planes
Recreation Vehicles
Trucks

BUSINESS SELECTIONS

BUSINESS INDUSTRY

Advertising
 Agriculture, Forestry
 Construction
 eCommerce / eTail
 Education
 Engineering
 Finance
 Fishing Mining
 Government
 Information Technology
 Insurance
 Manufacturing
 Political
 Public Administration
 Real Estate
 Retail
 Sales, Marketing, Management
 Services
 Transportation
 Wholesale/Distributors

COMPANY REVENUE

Less than \$100,000
 \$100,000 - \$500,000
 \$500,000 - \$1 Million
 \$1 Million - \$5 Million
 \$5 Million - \$10 Million
 \$10 Million - \$25 Million
 \$25 Million - \$50 Million
 \$50 Million - \$100 Million
 \$100 Million - \$250 Million
 \$250 Million - \$500 Million
 \$500 Million +

COMPANY SIZE

1-9
 10-24
 25-49
 50-99
 100-249
 250-499
 500-999
 1,000-4,999
 5,000-10,000
 10,000 +

JOB TITLES

Account Executives
 Accounting Professionals
 Administrators
 Associate
 Business Managers
 C-Level Executives
 Chairman
 Educational Professionals
 Engineering Professional
 Executive Administrative Assistant
 Executive Vice President
 Facilities Managers
 Female Executives
 Finance Professionals
 Director
 General Counsel
 Healthcare Professionals
 Hispanic Executives
 Human Resource Executives
 Insurance Professionals
 IT Executives
 Legal Professionals
 Management Professionals
 Manager
 Marketing Professionals
 Mortgage Professionals
 Office Managers
 Operation Executives
 Owner
 President
 Production Executives
 Real Estate Professionals
 Sales Professionals
 Senior Vice President
 Shipping/Receiving Professionals
 Supervisors
 Treasurer
 Vice President
 Vice President of Sales

GEOGRAPHIC LOCATION

State
 County
 City
 SCF
 Zip code