

## DATA CARD

# BORN INTO DARKNESS

Push past your fear of the unknown and market to today's coolest consumer segment - the undead!

UNIVERSE - 9,890,357

UNIVERSE WITH TELEPHONES - 831,647

### DESCRIPTION

Long detested by society, feared and loathed by the general public...once damned Vampires are now experiencing a surge in popularity unlike anything ever seen before! Now embraced for their sexy, sultry style and deeply romantic undertones, Vampires have set the world of the living on fire!

Savvy marketers will be thrilled to see AccuData's Born Into Darkness File - the world's most complete listing of known Vampires! Much more than immortals cursed with a neverending craving for human blood, they have a variety of unique needs that your products and services can meet. Take full advantage of our unlimited use pricing - since (in most cases) Vampires live forever.

### MAJOR APPLICATIONS

- Designer Sunglasses
- Donation Requests
- European Cruise Packages
- Magazine and Catalog Subscriptions
- Sand and Soil Delivery Services
- Sun-Proof Window Coverings and Shades
- Teeth Whitening Products
- Travel Packages and More!

### SOURCE

The Born Into Darkness File is compiled from a variety of very active (and slightly demented) minds at AccuData. All data is purely for fun and intended to give you a sinister chuckle on April Fool's Day.

Datcard Code: A\_VAMP01

### PRICING

(As of April 1, 2010)

#### Base

Unlimited use: \$160.00/M

#### Selects

|                              |           |
|------------------------------|-----------|
| Century of Birth:            | \$15.00/M |
| Blood Thirst Index:          | \$45.00/M |
| Blood Type Preference:       | \$30.00/M |
| Coffin Owner:                | \$5.00/M  |
| Country of Origin:           | \$30.00/M |
| Date of Death:               | \$30.00/M |
| Fledgling Vampire Indicator: | \$65.00/M |
| Gender:                      | \$5.00/M  |
| Interest in Hunting:         | \$15.00/M |
| Mail Order Responder:        | \$15.00/M |
| Mail Order Purchaser:        | \$15.00/M |
| Name of Coven:               | \$30.00/M |
| Presence of Mental Power:    | \$10.00/M |
| Presence of Physical Power:  | \$10.00/M |
| Telephones:                  | \$10.00/M |
| Travel Preference:           | \$5.00/M  |

Additional selects and services may be available. Use of garlic is prohibited. All costs represent suggested retail pricing. For broker and volume discount opportunities, please contact your Sales Representative after the sun goes down.

Minimum Order \$600.00

(/m = per 1 thousand records)

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