

College-Bound Students Mailing List



Total Universe: **3,400,000 Postal 1,700,000 Email**

Base Rate: **\$95.00/M**

Description Summary

Summer is coming to an end and high school graduates everywhere are embarking on a new journey... College. Incoming college freshmen are spending at an unprecedented rate. For the first time in their lives they will be living on their own, which means they're making a wide range of purchases. These purchases includes electronics, text books, school supplies, linens, clothing, and more. With the AmeriList College-Bound Students Database, you'll have access to over four million students looking to make key purchases in the upcoming months, if not weeks. Get an A+ on your next direct marketing campaign by teaming up with AmeriList!

How Our Data is Compiled

This exclusive database is sourced from direct responses and internet surveys filled out by students and/or their parents/guardians.

Consider the Facts

- ✓ The average age of incoming college freshmen is 18
- ✓ The average income for incoming college freshmen is \$14,000
- ✓ College freshmen spend on average \$2,000 on school supplies and dorm accessories
- ✓ \$1,500 - The median amount of pocket money college freshmen spend per year.

Recommended Usage

Our College-Bound Students Database is the ideal solution for Student Loan offers, Scholarship offers, Credit Card offers, Electronic offers, Cell Phone offers, Automotive offers, School Supplies, Study Aids, and many more.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

College Attending	Age	Furniture / Furnishings Buyers	Retail School Supplies Buyers
GPA	Computer / Supplies Buyers	Online Apparel Buyer	Telephones
Sports Interest	Credit Card Holder	Online School Supplies Buyers	Email
Geography	Ethnicity	Retail Apparel Buyers	

For additional information or list counts, contact your representative or list manager at 1.800.457.2899