

College-Bound Students Database



visit us online at amerilist.com

Total Universe: 3,400,000
Email Universe: 1,700,000
Base Rate: \$95/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

Market Type

B2C, U.S. Consumer

List Channels

Postal, Email & Telemarketing

List ID

ALD796

Source

Direct Response, Internet Surveys

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5000
Price: \$475

Net Name

Inquire

Exchanges

Available

Reuse

Inquire

Cancellation Charges

Inquire

Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

Popular Selections (for additional selections please inquire)

College Attending
GPA
Sports Interest
Geography
Age

Computer / Supplies Buyers
Credit Card Holder
Ethnicity
Furniture / Furnishings Buyers
Online Apparel Buyer

Online School Supplies Buyers
Retail Apparel Buyers
Retail School Supplies Buyers
Telephones
Email

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