



## Continuing Education Database

**TOTAL RECORDS: 785,480    BASE PRICE: Ask Your Rep Today!**

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With over 785,480 records in our Continuing Education database, our clients are sure to find a vast number of recipients ready to receive their message.

The Continuing Education Database consists of self reported students who are interested in continuing their education. Sourced from permission-based consumer websites these consumers have opted in to receive a variety of offers, products, and promotions related to graduate school.

These young, well educated students like to keep up to date with the latest technology, fashion trends, publications, entertainment, music, and more. These individuals are receptive to offers relating to grants, credit cards, automotives, fitness, publications, text books, recreation, technology, cell-phones, opportunities for further education, and much more. With this College Students Database the marketing possibilities are endless!

Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

### Demographic Selections:

- Home Owners
- Age/Date of Birth
- Gender
- Presence of Children
- Telephone Numbers
- Renters
- Voting Behavior
- Ethnicity
- Special Hobbies
- And Many Others
- Zip Code/City/State
- Income
- Presence of Pets
- Credit Card Holder
- Household Income
- Martial Status
- Investors
- Net Worth

### Additional Consumer Selects:

- Apparel
- Computers
- Sporting equipment
- High Ticket buyers
- Outdoor/Gardening
- Sports Cards
- Books & Music
- Crafts/Sewing
- Gourmet Food
- Housekeeping
- Outdoor/Recreation
- Collectibles
- Automobiles
- Electronics
- Gourmet Wine
- Kitchen/Décor
- Pet supplies
- Stamps/Coins
- Children’s Items
- Entertainment
- Health/Fitness
- Magazines
- Photography

### SELECTIONS:

- 3 Month Hotline: ..... \$10/M
- Geography: ..... \$5/M
- Investment Type: ..... \$5/M
- Income: ..... \$5/M
- Net Worth: ..... \$5/M
- Age: ..... \$5/M
- Gender: ..... \$5/M
- Martial Status: ..... \$5/M
- Mail Order Buyer: ..... \$5/M
- Magazine Subscriber: ..... \$5/M
- Donor: ..... \$5/M
- Ethnicity: ..... \$5/M
- Religion: ..... \$5/M
- Book Buyer: ..... \$5/M
- Homeowner: ..... \$5/M
- Length of Residence: ..... \$5/M
- Presence of Children: ..... \$5/M
- Age of Child Present: ..... \$5/M
- Telephones: ..... \$25/M

### UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.