



TARGETING CAPABILITIES

GENERAL INFORMATION

Name
Age
Address
Phone Number
Gender

DEMOGRAPHIC INFORMATION

Ethnicity
Marital Status
Education
Household Income
Political Party Affiliation
Sexual Orientation

GEOGRAPHICAL INFORMATION

State
City
County
Area Code
Zip Code
DMA

EMPLOYEE INFORMATION

Employment Status
Employer
Industry
Position
Company Size
Direct Employees
Revenue
Medical Specialty

HEALTH INFORMATION

Diseases
Conditions
Pains / Ailments

LIFE STYLE INFORMATION

Credit Card
• Type
• Personal
• Corporate
• Rewards Program

Drinks
• Alcohol
• Non-alcohol

Cars
• Own/ Lease
• Make
• Model
• Year

Motorcycle/Bikes

Boats

Pets
• Cat
• Dog
• Other

Smoking
• Type
• Brand
• Strength

Travel
• Domestic
• International
• Business
• Leisure
• Frequent flyer club / Hotel club

TECHNOLOGY INFORMATION

Computers & Internet
• Type of Computers
• Internet Connection Type
• Primary Internet Service

Provider
• Wired/ Wireless Home

Network

Household Electronics & Media
• PDA
• Cell Phone Provider
• Television Type
• Cable Type
• DVD Player
• MP3 Player
• Satellite Radio
• GPS
• Digital Camera
• Digital Video Camera
• Digital Video Recorder
• Video Game Console
• Video Game Hours

FAMILY INFORMATION

Children
• Gender
• Date of Birth
• Age



TARGETED TITLES / REPONSIBILITIES

SBO-Small Business Owner

C Level Executive

CEO
CFO/ Controller
CIO
CMO
COO
CTO
President
Controller
Treasurer

EVP

VP of Acquisitions
VP of Finance
VP of HR
VP of Investor Relations
VP of IT
VP of Managed Care
VP of Manufacturing
VP of Marketing
VP of Media Relations
VP of Operations
VP of Production
VP of Public Relations
VP of Purchasing
VP of Sales
VP of Telecomm

Director

Director of Accounting
Director of Advertising
Director of e- Commerce
Director of Finance
Director of HR
Director of Health Services
Director IS/ IT
Director of Investor Relations
Director of Marketing
Director of Material Management
Director of Operations
Director of Purchasing
Director of Sales
Director of Telecomm

Senior Manager

Sr. Manager of Advertising
Sr. Manger of Investor Relt
Sr. Manager of Accounting
Sr. Manager of E-Commerce
Sr. Manger of Finance
Sr. Manager of HR
Sr. Manager of Health Services
Sr. Manager of IS/ IT
Sr. Manager of Marketing
Sr. Manager of Material Management
Sr. Manager of Operations
Sr. Manager of Purchasing
Sr. Manager of Sales

Manager

Manager of Advertising
Manager of Investor Relt
Manager of Accounting
Manager of E- Commerce
Manager of Finance
Manager of HR
Manager of Health Services
Manager of IS/ IT
Manager of Marketing
MIS Manager
Manager of Material Management
Manager of Operations
Manager of Purchasing
Manager of Sales
Manager of Telecomm

Attorney

Partner
Senior Associate
Associate
Private Practice
Corporate Attorney
Hospital Attorney

General Counsel

Banker

Investment Banker
Managing Director
Director
Vice President
Associate
Analyst
Retail Banker

Computers and IT

Computer Analyst
Computer Consultant
Computer Programmer
Administrator
Developer
Database Manager
IT Consultant
Tech Support
Network Analyst
Network Engineer
Network Manager
Network System Administrator
Software Architect
Software Engineer
Systems Analyst
Systems Engineer
Systems Integrator
VAR



TARGETED OCCUPATIONS

Accountant
Account Coordinator
Account Executive
Account Manager
Account Representative
Accounting Specialist
Acct. Payable/ Receivable
Actor/ Actress
Actuary
Administrative Assistant
Administrator
Advertising Rep
Aerobics Instructor
Air Traffic Controller
Anthropologist
Archeologist
Architect
Armed Forces
Art Director
Artist
Artist – Makeup
Assembler
Assistant Director
Assistant Editor
Assistant Manager
Athlete, Professional
Audio & Video Specialist
Auditor
Auto Dealer
Auto Repair
Banker
Bank Teller
Barber
Bartender
Beautician/ Hair Dresser
Bellman
Benefits Manager
Billing Manager
Biologist
Bookkeeper
Bridal Shop

Broker
Stock & Investment
Real Estate
Insurance
Mortgage
Bus Driver
Business Analyst
Consultant
Business Developer
Butcher
Cab Driver
Carpenter
Cashier
Casting – Movies, TV, & Film
Caterer
CPA
Chef/ Cook
Chemist
Child Care worker/ Nanny
Chiropractor
Claims Manager
Cleaner/ Maid Service
Clergy
Clown
Communications Officer
Compliance Monitor
Concierge
Construction Manager
Construction Worker
Consultant
Contract Specialist
Contractor
Correction Officer
Cosmetologist
Court Reporter
Credit Analyst
Custodian
Customer Relations
Customer Service
Dental Hygienist
Dentist

Dietician
Director – Theater
Disc Jockey
Domestic Worker
Economist
Editor
Electrician
Elementary School Principal
Engineer
Aerospace
Electrical
Structural
Chemical
Environmental
Computer
Industrial
Materials
Hydraulic
Event Planner
Executive Director
Facility Manager
Factory Worker
Farmer
Finance Manager
Financial Advisor
Financial Analyst
Financial Manager
Financial Planner
Fire Fighter
Fitness Trainer
Flight Attendant
Florist
General Manager
Geologist
Graphic Designer
Health Care Worker
Housewife
Import/ Export
Insurance Agent
Interior Designer
Interpreter



TARGETED OCCUPATIONS

Investment Advisor
 Investment Manager
 Janitor
 Jeweler
 Jockey
 Journalist
 Judge
 Landscaper
 Lawyer
 Leasing Agent
 Legal Assistant/ Law Clerk
 Legal Secretary
 Librarian
 Lifeguard
 Manicurist
 Marketing Associate
 Marketing Consultant
 Mathematician
 Mechanic
 Mechanical Engineer
 Medical Planner
 Medical Secretary
 Medical Technologist
 Messenger
 Meteorologist
 Military Personnel
 Miner
 Minister
 Model
 Mover
 Musician
 Nanny
 Orthodontist
 Office Manager
 Optometrist/ Optician
 Painter
 Paralegal
 Personal Trainer
 Pharmacist
 Photographer
 Physicist
 Pilot

Plumber
 Police Officer
 Political Consultant
 Postal Worker
 President
 Printer
 Private Detective
 Product Manger
 Production Supervisor
 Project Coordinator
 Project Director
 Property Manager
 Psychologist
 Public Relations
 Publisher
 Purchasing Manager
 Quality Assurance Manager
 Quality Control
 Rabbi
 Real Estate Agent
 Real Estate Assistant
 Recruiter
 Religious Guidance
 Realtor
 Receptionist
 Reporter
 Researcher
 Retail Employee
 Risk Manager
 Safety Officer
 Sales Associate
 Sales Support Rep
 Scientist
 Secretary/ Administrator
 Security Guard
 Security Supervisor
 Senior Associate
 Senior Engineer
 Stewardess
 Strategy Analyst
 Student

Teaching/ Education
 Preschool
 Elementary
 Middle School
 High School
 College Professor
 Principal – Elementary
 Principal – Middle
 Principal – High
 Superintendent
 Teacher aid
 Technical Manager
 Telemarketer
 Telecommunication Manager
 Temp Agent
 Trader
 Equity Trader
 Fixed Income Trader
 Trainer
 Transcriber
 Translator
 Travel Agent
 Truck Driver
 Urban Planner
 Veterinarian
 Vice President
 Video Assistant
 Video Editor
 Waiter
 Warehouse Supervisor
 Web – Master
 Web Developer
 Wedding Coordinator
 Welder
 Writer
 X-Ray Technical



TARGETED INDUSTRIES

Accounting Firm	Fashions/ Clothing	Office Equipment
Advertising Firm	Financial Services	Office Supplies
Aerospace	Fitness	Pay Roll Services
Agriculture	Food and Beverage	Pet/ Animal Care
Airlines	Games	Pharmaceutical/ Biotech
Antiques	Government (City)	Photography
Apparel/ Clothing	Government (Federal)	Plumbing
Appliance	Government (State)	Politics
Architecture Firm	Graphic Design	Property Management
Art	Healthcare	Public Relations
Athletics	Home Improvement	Publishing
Auto Dealer	Hotel	Radio
Auto Service	Human Resources	Real-estate
Banking	Import/ Export	Religion
Beauty/ Hair Salon	Information Technology	Research
Boating	Hardware	Restaurant
Broadcast	Mobile	Retail
Business Development/ Serv	Networking	Science
Cable and Television	Security	Security Systems
Casino	Software	Shipping/ Freight
Catering	VAR	Skilled Trade
Charity Services	Insurance	Social Services
Chemical	IRS	Super Market
Child / Daycare	Janitorial Services	Technology
Cleaning Services	Jewelry	Telecomm/ Communications
Computer-Hardware	Journalism	Wireless
Computer-Software	Laboratory	Wire line
Construction	Law Enforcement	Internet
Consulting Firm	Law Firm	Trading
Consumer Packaged Goods	Library	Transportation
Dental	Mail Services	Travel
Distribution	Maintenance	Trucking
E-Commerce	Management	Utilities (Gas, Water, etc.)
Education	Manufacturing	Veterinary Medicine
Elderly Care	Marking Firm	Vitamin Supplement
Electronics	Marketing Research	Waste Disposal
Employment	Media	Web Design / Development
Energy	Medical	Wholesale
Engineering Firm	Military	Wine
Emergency Services (Fire, Police, EMT)	Mortgage	
Entertainment/ TV/ Film	News	
Event Planning	Non-Profit	



TARGETED AILMENTS

ALLERGIES

- Airborne Allergies
- Asthma
- Bronchitis
- Chronic Obstructive Pulmonary Disease (COPD)
- Cystic Fibrosis
- Emphysema
- Food Allergies
- Hay Fever
- Pleurisy
- Sinus Infections

BONE/JOINT CONDITIONS

- Osteoarthritis
- Osteoporosis
- Rheumatoid Arthritis

CARDIOVASCULAR DISORDERS

- Anemia
- Angina
- Arrhythmia
- Congestive Heart Failure
- Hemophilia
- High Cholesterol
- Hypertension (High Blood Pressure)
- Hypotension (Low Blood Pressure)
- Myocardial Infarction (Heart Attack)
- Stroke

DENTAL CONDITIONS

- Gingivitis
- Sensitive Teeth/Gums
- Tooth Decay

DEPENDENCIES

- Alcoholism
- Drug Addiction
- Cigarettes/Tobacco

DIABETIC CONDITIONS

- Adult Onset
- Gestational
- Hyperglycemia
- Hypoglycemia
- Juvenile

EATING DISORDERS

- Anorexia
- Bulimia
- Obesity

EYE/VISION IMPAIRMENT

- Astigmatism
- Color Blind
- Far Sighted
- Glaucoma
- Legally Blind
- Near Sighted
- Wears Contacts Regularly
- Wears Glasses Regularly

GASTRO-INTESTINAL

- Acid Reflux
- Crohn's Disease
- Diarrhea
- Heart Burn
- Hemorrhoids
- Hernia
- Indigestion
- Irritable Bowel Syndrome
- Induced Ulcers
- Peptic Ulcer Disease

GENERAL

- Alzheimer's Disease
- Back or Neck Pain
- Bursitis
- Deaf
- Ear Infections
- Fibromyalgia
- Hearing Impaired
- Sarcoidosis

HEADACHES

- Cluster Headaches
- Hormonal Headaches
- Migraines
- Sinus Headaches
- Tension Headaches
- Transformed Migraines



TARGETED AILMENTS

INFECTIOUS DISEASE

Common Cold
Hepatitis B
Hepatitis C
HIV/AIDS
Influenza

LEARNING DISORDERS

ADD
ADHD
Dyslexia

MENTAL / NERVOUS SYSTEM

Autism
Bi-Polar
Depression
Downs Syndrome
Obsessive Compulsive Disorder
Post-traumatic Stress Disorder
Retardation
Schizophrenia
ONCOLOGY
Brain Cancer
Breast Cancer
Cervical Cancer
Chronic Myeloid Leukemia
Colorectal Cancer
Hodgkin's Disease
Leukemia
Liver Cancer
Lung Cancer
Lymphoma (Non-Hodgkin's)
Melanoma
Pancreatic Cancer
Prostate Cancer
Skin Cancer
Throat Cancer
Uterine Cancer

SKIN CONDITIONS

Acne
Dandruff
Eczema
Foot Fungus
Nail Fungus
Psoriasis
Rosacea
Skin Rash
Warts

SLEEP DISORDERS

Apnea
Insomnia
Narcolepsy
Restless Leg Syndrome

UROLOGY

Andropause (Low Testosterone)
Bed Wetting
Erectile Dysfunction
Urinary Incontinence

WOMEN'S HEALTH

Endometriosis
Menopausal
Menstrual Cramps
Ovarian Cysts