

Generate **MORE REVENUE** from list sales

Sponsor **ListFinder**[™] THE SEARCH ENGINE FOR LISTS

The **DIRECT** and **MULTICHANNEL MERCHANT ListFinder**[™] list research system, powered by NextMark, enables marketers and list professionals to quickly find responsive lists. **ListFinder's database of more than 50,000 data cards** represents virtually all lists on the market, including postal, email, telephone, and insert media. The database is updated continually every day, so the most current list information is always there. ListFinder's powerful and easy-to-use search engine provides relevance-ranked results and advanced options to pinpoint lists that will produce the best results.

ListFinder is a **FREE** service for **DIRECT** and **MULTICHANNEL MERCHANT** website visitors and provides access to "abstract" list data cards. To access comprehensive data cards and advanced search and campaign tools, users must register for paid subscriptions through NextMark.

ListFinder Search Sponsorships

Access the most targeted audience of marketers, mailers and list professionals who specifically search for lists and data to use in their campaigns. Sponsorships are sold by day-of-week on a monthly, quarterly, or yearly basis. Three sponsorships are available per day, Monday through Friday (Friday's sponsor also receives Saturday and Sunday), on each of the **DIRECT** and **MULTICHANNEL MERCHANT** websites. Sponsorships appear on both the ListFinder home page and in the ListFinder search results.

ListFinder Home Page

Three sponsorships are available directly under the ListFinder search field. Sponsorship consists of a 120x240 banner that randomly rotates every time the ListFinder home page is displayed.

The ListFinder home page is also the home page of the Listline (on the **DIRECT** website) and Lists and Data Strategies (on the **MULTICHANNEL MERCHANT** website) newsletters. Users can find the latest and archived editions of these newsletters—and have more opportunity to see your sponsorships. Visit the ListFinder home pages at <http://directmag.com/resourcecenter/listfinder> and <http://multichannelmerchant.com/toolbox/listfinder>.

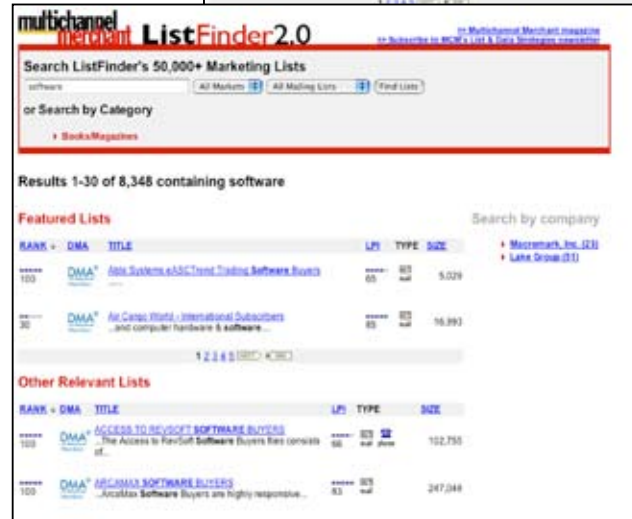
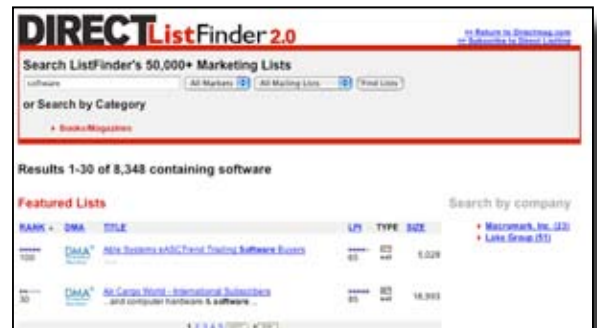


ListFinder Search Results

Similar to paid search engine placements, ListFinder allows your lists to appear in the top sponsored search results. When users search for any lists, sponsors' lists appear at the top of the results and are highlighted as sponsored lists.

Three sponsorships are available to the same sponsors on the ListFinder home page. Sponsorships are displayed according to relevance of the searched terms. The sponsor with the highest relevance is displayed up top, while the sponsor with the second most relevance is displayed in the second position, and so on.

In addition, sponsors' contact information is displayed in the search results and in each list data card in the database. In the free "abstract" version of the list research system, contact information is only available in the sponsors' list data cards. This provides a competitive advantage over other lists in the database.



How are Sponsored Lists Chosen?

Sponsors receive top search results listings every time a search query is performed, whether a relevant list is found or not. If more than one of a sponsor's lists show up in the search results (or none at all), the following methodology is used to determine which of the sponsor's lists is highlighted:

- The list with the highest relevancy is always displayed first. Relevancy is determined using a proprietary algorithm that performs a comparative analysis between the search criteria and the full contents of every data card meeting those criteria. After performing these calculations, the sponsored search results are presented with the best list displayed.
- If there are multiple lists with the same relevancy, the last updated date is used, and the most recent updated list is displayed.
- In the unlikely event there is still a tie, one of the lists is randomly displayed.
- If no list is returned during a search query, a sponsor's generic advertisement is displayed instead.

For more information:

Contact your **DIRECT** or **Multichannel Merchant** sales representative or visit www.directmag.com/advertisers or www.multichannelmerchant.com/advertisers.