



	Data Type	Count	Base Cost
	Postal	39,665	£95/000
	Telephone	39,665	£135/000
	Email	39,665	£175/000

The data may be available within different recency bandings, which may incur a larger base cost. Please speak to our Sales Team for details.

Background

Uni*Versal Extras Ltd is a unique and well established organisation that supplies Extras and Background Artists for Feature Films, Music Videos, TV and Commercials, covering the whole of the UK and Ireland. Due to the strong relationships it has built with a whole host of companies within the entertainment industry, 'Uni-versal Extras' is often the industry's first point of call when sourcing 'extras'.

The Uni-versal Extras database *consists almost entirely of students* who wish to supplement their income by working part-time as 'extras'. **Students** are increasingly 'savvy' customers, making full use of new technology; they typically own laptops, iPods and mobile phones. Living life to the full, they are highly receptive to a wide variety of new products and services which promise to enhance either their working and/or social lives. And **students** who work part time often have significant disposable incomes and high spending power.

Selections

Criteria Available	Cost
Address	£10
Email	£10
Phone Number	£40
Student vs Non-Student	£10
University	£10
Course End Date	£10
Date of Birth	£10
Geographic	£10
Gender	£10
Mobile Number	£60

Recommended Users

Financial Services
Telecomms
Travel & Leisure

Restrictions

Minimum Order – 5,000 records
Sample mailing piece required

DMA Broker Commission	15%
Delivery Charge	£30
Counts-48 hours/ Delivery-3 Days	

Terms & Conditions

Net Names - Only applicable on orders of 20,000+ 85% + £10/000 run on charge. Nets must be confirmed within 4 months of invoice date. After this time all net name credits become null and void.

Payment - 30 days from invoice date. Surcharge applicable on all card transactions.

Cancellation Fee - £100 + delivery + £8/000 + selections

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