

# Trade & Vocational School Applicants

Average Monthly Hotline	91,500	\$110/M
Total File	1,395,387	\$110/M

## Overview

These career seekers are looking to increase their income potential by earning a certificate and/or diploma through a trade and vocational school. These consumers initially responded online via search engines, banner ads or solo e-mails. After their initial response, 100% of these consumers filled out a more detailed online application. After filling out their contact information, these individuals received complimentary information directly to their e-mail concerning trade and vocational schools, based on their interests. The online application captures many selectable demographics and data points including age & education level.

Degrees include: Medical Billing & Coding, Home Inspector, Locksmith, Safety Engineering, Aquatic Engineering (Swimming Pool maintenance), Pet Grooming & Sitting, Medical Transcription, Dental Assistance, Web design, Massage Therapy, Accounting, Welding, Basic computer knowledge etc.

Select by – People with a high school diploma, people who signed up for online degrees, consumers who registered for vocational training.

Recommended for: distance learning, self-improvement, job-hunting, financial offers, recruitment, credit cards, self-employment opportunities, vocation and trade school recruitment, etc.

Education categories: Completed High School, GED, associates, some college, Bachelor's, Masters.

## Source

Online  
Direct Response

## Gender

56% Males  
41% Females

## Minimum Order

5,000 Records

## Format

Email	\$75/F
FTP	\$75/F

## Net Name Arrangement

85% Net  
25,000 or more  
\$8/M run charge

## Selections

Geo	\$10/M
Gender	\$10/M
Age	\$10/M
Demographics	\$10/M
Education Level	\$20/M



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