



# INFOMERCIAL CATEGORY LIST

Category	Sub-Category	Description
<b>Automotive</b>	Cleaners, Polish Engine/Oil Treatments Other – Automotive	Waxes, cleaners Oil additives, etc. All other
<b>Beauty</b>	Cosmetics Dental Hair Care Skin Care Other – Beauty	Cosmetics Brushes, whiteners Colors, extensions, shampoo Moisturizers, exfoliants All other
<b>Brand / Image Aware, Lead Gen.</b>	Brand Awareness Lead Generation Pharmaceutical	Corporate image Lead generation Pharmaceutical
<b>Business &amp; Finance</b>	Business Opportunity Credit Finance	Business Opportunity Credit repair Insurance, Banking, Stocks
<b>Computers &amp; Electronics</b>	Computer Electronics Internet Software	Computer and related products Electronics except security and games Websites, promotions Operating systems, programs
<b>Crafts &amp; Hobbies</b>	Collectibles Crafts Hobbies	Cards, dolls, etc. Handmade articles, gifts Models, knitting, sewing, photos
<b>Education &amp; Self Help</b>	Adult Education Children Education Relationships Self Help	Adult and parent educations Children education Relationships Help for all ages
<b>Entertainment, Travel &amp; Leisure</b>	Betting Dating Leisure Music Psychic Travel Video Other – Entertainment	Betting lines, clubs Dating services, phone lines Games, including electronics CDs, tapes, albums Psychic, astrology Travel, vacation Video tapes All other
<b>Fashion</b>	Accessories Apparel Jewelry Sunglasses	Hair clips, belts, bags Clothing Jewelry Sunglasses
<b>Health &amp; Fitness</b>	Diet & Weightloss Diet Supplements & Vitamins Exercise Equipment Exercise Programs Other – Health & Fitness	Diet & Weightloss Vitamins, powders, gels Steppers, treades, weights Workout videos, books All other
<b>Household</b>	Appliance – Household Cleaners Home Improvements Housewares Outdoor/Garden Safety & Security – Household Tools	Vacuums, steamers, filters, etc. Liquids, mops, brooms Windows, siding, roofs, fixtures Linens, pillows, mattresses, etc. Garden, lawn, cookout Alarms, safety devices Wrenches, screw drivers, etc.
<b>Kitchen</b>	Appliance – Kitchen Cookware Slicer-Dicers Other – Kitchen	Juicers, mixers, electrical devices Pots, pans, non-electrical Knives, slicers, choppers All other
<b>Miscellaneous</b>	Not For Profit Pet Religious Other – Miscellaneous	Save/adopt a child, etc. Brushes, foods, tags All products of religious origin All other
<b>Personal</b>	Bath & Massage Pain Relief Self Defense Other – Personal	Aromatherapy, oils, lotions Pain relief Self protection, defense All other
<b>Sports</b>	Fishing Golf Other – Sports	Lures, tackle, poles Putters, drivers, etc. All other