

**ADVERTISING SPECIALTY BUYERS
POSTAL AND EMAIL**

001A

List Broker Discount 25% - More Information

1,872,986	Total Advertising Specialty Buyers	\$85.00/M
1,872,986	With Phone Numbers	\$105.00/M
1,521,614	Opt-In Email Address	\$210.00/M

Updated

Quarterly

TITLE

Advertising Specialty Buyers

UNIT OF SALE

\$300.00

DESCRIPTION

Executives in Small to Medium Sized Corporations, by Name, who have Purchased Advertising Specialties: Hats, Logo Tee-Shirts, Key Chains, Pens, etc. Purchases for Internal Sales Incentives or for External Sales Generation. Orders have been placed by Phone or by Mail, and Online.

GENDER

85% MALE
15% FEMALE

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

PROFILE

Average Age:	51
Average Income:	\$60,000.00
85% Male Records	
Average Employee Size:	25

ADDRESSING

4 - UP CHESHIRE
P.S. LABELS
3 1/2 DISKETTE
CD ROM
E - MAIL / FTP
EMAIL - DEPLOYMENT
EMAIL - PERSONALIZATION

SOURCES

- Directories
- Associations
- Surveys
- Questionnaires
- Seminar Attendees
- Subscriptions
- Direct Mail
- Mail Order Companies
- Telemarketing
- Proprietary Sources
- Opt-In Email

SELECTIONS

AGE	N/C
INCOME SELECT	N/C
PHONE NUMBER	\$20.00/M
ZIP/SCF/COUNTY/STATE	\$7.00/M
P.S. LABELS	\$10.00/M
3 X 5 INDEX CARDS	\$35.00/M
3 1/2 DISKETTE	\$50.00/F
CD ROM	\$50.00/F
E - MAIL / FTP	\$50.00/F

ADDITIONAL SELECTIONS

NET WORTH	\$10.00/M
GENDER	\$5.00/M
KEY CODING	\$5.00/M
CARRIER RT. SORT.	\$10.00/M
BAR CODING	\$10.00/M
EMAIL - DEPLOYMENT	\$25.00/M
EMAIL - PERSONALIZATION	\$25.00/M

Guaranteed 95% Deliverable | MINIMUM ORDER: 5,000 RECORDS

Updated Quarterly

Delivery: Within 24 Hours
Shipping & Handling: \$25.00 Flat Rate



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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