


BUSINESS OPPORTUNITY SEEKERS POSTAL AND EMAIL		9/20/2017	022A
List Broker Discount 25% - More Information		Counts thru 9/2017	
1,471,599 Total Business Opportunity Seekers \$85.00/M 403,365 Opt-In Email Addresses \$125.00/M		DATE	
		9/2017 UPDATED 9/2017 CONFIRMED	
TITLE		UNIT OF SALE	
Business Opportunity Seekers		N/A	
DESCRIPTION		GENDER	
Respondents to Programs of Self Improvement, Business Ventures, Home Typing, Lottery and other Money Making Opportunities that can be done on an Individual Basis. These Individuals have either been Involved in or Requested Information within the last 12 months.		90% MALE 10% FEMALE	
		SOURCES	
		DIRECT RESPONSE DIRECT MAIL OPT-IN EMAIL	
PROFILE		ADDRESSING	
Average Age 47		4 - UP CHESHIRE	
Average Income \$35,000.00		P.S. LABELS	
		3 1/2 DISKETTE	
		CD ROM	
		E - MAIL / FTP	
		EMAIL - DEPLOYMENT	
		EMAIL - PERSONALIZATION	
SOURCES		SELECTIONS	
Direct Mail		AGE N/C	
Seminar Attendees		INCOME SELECT N/C	
Subscription Lists		PHONE NUMBER \$20.00/M	
Business Opportunity Organizations (either defunct or operational)		ZIP/SCF/COUNTY/STATE \$7.00/M	
Card Decks		P.S. LABELS \$10.00/M	
Space Ads		3 X 5 INDEX CARDS \$35.00/M	
Proprietary Sources		3 1/2 DISKETTE \$50.00/F	
Opt-In Email		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		contact:	
Updated Quarterly		800-628-7806 usa	
Last Update: 9/2017		800-541-8540 canada	
Next Update: 12/2017		412-782-1109 fax	
		412-782-2360 in pa	
Delivery: Within 24 Hours		sales@wspontron.com	
Shipping & Handling: \$25.00 Flat Rate		www.wspontron.com	
		3030 william pitt way	
		pittsburgh pa 15238	
data owner:			
 ws ponton DATA + MARKETING SOLUTIONS 100 YEARS			

