




BUSINESS OPPORTUNITY SEEKERS POSTAL AND EMAIL		6/20/2018	022A
List Broker Discount 25% - More Information		Counts thru 6/2018	
1,471,599 Total Business Opportunity Seekers \$85.00/M 403,365 Opt-In Email Addresses \$125.00/M		DATE	
TITLE		6/2018 UPDATED 6/2018 CONFIRMED	
Business Opportunity Seekers		UNIT OF SALE	
DESCRIPTION		N/A	
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.		GENDER	
PROFILE		90% MALE 10% FEMALE	
Average Age 47		SOURCES	
Average Income \$35,000.00		DIRECT RESPONSE DIRECT MAIL OPT-IN EMAIL	
SOURCES		ADDRESSING	
Direct Mail		4 - UP CHESHIRE	
Seminar Attendees		P.S. LABELS	
Subscription Lists		3 1/2 DISKETTE	
Business Opportunity Organizations (either defunct or operational)		CD ROM	
Card Decks		E - MAIL / FTP	
Space Ads		EMAIL - DEPLOYMENT	
Proprietary Sources		EMAIL - PERSONALIZATION	
Opt-In Email		SELECTIONS	
Guaranteed 95% Deliverable MINIMUM ORDER: 5,000 RECORDS		AGE N/C	
Updated Quarterly		INCOME SELECT N/C	
Last Update: 6/2018		PHONE NUMBER \$20.00/M	
Next Update: 9/2018		ZIP/SCF/COUNTY/STATE \$7.00/M	
Delivery: Within 24 Hours		P.S. LABELS \$10.00/M	
Shipping & Handling: \$25.00 Flat Rate		3 X 5 INDEX CARDS \$35.00/M	
data owner:		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	
		contact:	
		800-628-7806 usa	
		800-541-8540 canada	
		412-782-1109 fax	
		412-782-2360 in pa	
		sales@wsPonton.com	
		www.wsPonton.com	
		3030 william pitt way	
		pittsburgh pa 15238	