

CATALOG BUYERS OF GENERAL MERCHANDISE ITEMS POSTAL AND EMAIL		9/20/2017	025A
List Broker Discount 25% - More Information		Counts thru 9/2017	
2,894,725 Low and Medium Priced Items Buyers	\$95.00/M	DATE	
1,765,255 High Ticket Buyers	\$95.00/M	9/2017 UPDATED	
1,220,706 Opt-In Email Addresses	\$135.00/M	9/2017 CONFIRMED	
*TITLE Catalog Buyers of General Merchandise Items		UNIT OF SALE \$125.00 AVG. LOW AND MEDIUM \$500.00 AVG. HIGH PRICED	
DESCRIPTION Mail Order Buyers Who have purchased within the last 12 months. Items range from Hardware, Automotive Parts, Health and Beauty Aids, to Vitamin and Nutritional Supplements, Magazine Subscriptions, Clothing & Apparel, or Computer Software.		GENDER 65% MALE 35% FEMALE	
PROFILE Average Age: 46 Average Income: \$57,000.00 Average Net Worth: \$100,000.00		SOURCES DIRECT RESPONSE DIRECT MAIL OPT-IN EMAIL	
SOURCES Surveys Mail Order Campaign Telemarketing Questionnaires Subscriptions Direct Mail Proprietary Sources Opt-In Email		ADDRESSING 4 - UP CHESHIRE P.S. LABELS 3 1/2 DISKETTE CD ROM E - MAIL / FTP EMAIL - DEPLOYMENT EMAIL - PERSONALIZATION	
Guaranteed 95% Deliverable MINIMUM ORDER: 5,000 RECORDS		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	
Updated Quarterly Last Update: 9/2017 Next Update: 12/2017		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	
Delivery: Within 24 Hours Shipping & Handling: \$25.00 Flat Rate		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	
data owner:			
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