

| CATALOG BUYERS OF GENERAL MERCHANDISE ITEMS<br>POSTAL AND EMAIL                                                                                                                                                                                                      |            | 3/20/2018                                                                                                                                                                                                                                                                    | 025A |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| List Broker Discount 25% - More Information                                                                                                                                                                                                                          |            | <b>Counts thru 3/2018</b>                                                                                                                                                                                                                                                    |      |
| 2,894,725 Low and Medium Priced Items Buyers                                                                                                                                                                                                                         | \$95.00/M  | <b>DATE</b>                                                                                                                                                                                                                                                                  |      |
| 1,765,255 High Ticket Buyers                                                                                                                                                                                                                                         | \$95.00/M  | 3/2018 UPDATED                                                                                                                                                                                                                                                               |      |
| 1,220,706 Opt-In Email Addresses                                                                                                                                                                                                                                     | \$135.00/M | 3/2018 CONFIRMED                                                                                                                                                                                                                                                             |      |
| <b>*TITLE</b><br>Catalog Buyers of General Merchandise Items                                                                                                                                                                                                         |            | <b>UNIT OF SALE</b><br>\$125.00 AVG. LOW AND MEDIUM<br>\$500.00 AVG. HIGH PRICED                                                                                                                                                                                             |      |
| <b>DESCRIPTION</b><br>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. |            | <b>GENDER</b><br>65% MALE<br>35% FEMALE                                                                                                                                                                                                                                      |      |
| <b>PROFILE</b><br>Average Age: 46<br>Average Income: \$57,000.00<br>Average Net Worth: \$100,000.00                                                                                                                                                                  |            | <b>SOURCES</b><br>DIRECT RESPONSE<br>DIRECT MAIL<br>OPT-IN EMAIL                                                                                                                                                                                                             |      |
| <b>SOURCES</b><br>Surveys<br>Mail Order Campaign<br>Telemarketing<br>Questionnaires<br>Subscriptions<br>Direct Mail<br>Proprietary Sources<br>Opt-In Email                                                                                                           |            | <b>ADDRESSING</b><br>4 - UP CHESHIRE<br>P.S. LABELS<br>3 1/2 DISKETTE<br>CD ROM<br>E - MAIL / FTP<br>EMAIL - DEPLOYMENT<br>EMAIL - PERSONALIZATION                                                                                                                           |      |
| <b>Guaranteed 95% Deliverable   MINIMUM ORDER: 5,000 RECORDS</b>                                                                                                                                                                                                     |            | <b>SELECTIONS</b><br>AGE N/C<br>INCOME SELECT N/C<br>PHONE NUMBER \$20.00/M<br>ZIP/SCF/COUNTY/STATE \$7.00/M<br>P.S. LABELS \$10.00/M<br>3 X 5 INDEX CARDS \$35.00/M<br>3 1/2 DISKETTE \$50.00/F<br>CD ROM \$50.00/F<br>E - MAIL / FTP \$50.00/F                             |      |
| <b>Updated Quarterly</b><br>Last Update: 3/2018<br>Next Update: 6/2018                                                                                                                                                                                               |            | <b>ADDITIONAL SELECTIONS</b><br>NET WORTH \$10.00/M<br>GENDER \$5.00/M<br>KEY CODING \$5.00/M<br>CARRIER RT. SORT. \$10.00/M<br>BAR CODING \$10.00/M<br>EMAIL - DEPLOYMENT \$25.00/M<br>EMAIL - PERSONALIZATION \$25.00/M                                                    |      |
| Delivery: Within 24 Hours<br>Shipping & Handling: \$25.00 Flat Rate                                                                                                                                                                                                  |            | <b>contact:</b><br>800-628-7806 usa<br>800-541-8540 canada<br>412-782-1109 fax<br>412-782-2360 in pa<br><a href="mailto:sales@wsponton.com">sales@wsponton.com</a><br><a href="http://www.wsponton.com">www.wsponton.com</a><br>3030 william pitt way<br>pittsburgh pa 15238 |      |
| <b>data owner:</b>                                                                                                                                                                                                                                                   |            |                                                                                                                                                                                                                                                                              |      |
|  <b>ws ponton</b><br>DATA + MARKETING SOLUTIONS   100 YEARS                                                                                                                       |            |                                                                                                                                                                                                                                                                              |      |

