

**SENIOR CITIZEN CERTIFICATE OF DEPOSIT INVESTORS  
POSTAL and EMAIL**

3/20/2018

029A

List Broker Discount 25% - More Information

2,925,152	Total Senior C.D. Holders	\$85.00/M
576,362	With Phone Numbers (DNC Suppressed)	\$105.00/M
635,928	Opt-In Email Addresses	\$125.00/M

**\*TITLE**

**Senior Citizen Certificate of Deposit Investors**

**DESCRIPTION**

Assembled in this premium marketing data are affluent and conservative senior citizen investors who have self-reported that they invest \$10,000 or more in at least one certificate of deposit. All marketing data points, self-reported and public, are audited and double verified each month through 2 or more organic sources ensuring superior accuracy and a receptive and responsive audience. The prosperous senior audience in this premium mailing list with optional opt-in email addresses and a do-not-call suppressed telephone number is comprised of prime candidates for marketing alternative conservative investment products such as annuities, tax exempt municipal bonds, mutual funds, or low risk real estate opportunities.

**PROFILE**

Average Age:	68
Average Income:	\$75,000.00
Average Net Worth:	\$220,000.00

**SOURCES**

- Direct Mail
- Investment Questionnaires
- Seminar Attendees
- Financial Newsletters
- Proprietary Sources
- Opt-In Email

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

**Updated Quarterly**

Last Update: 3/2018  
Next Update: 6/2018

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



**data owner:**



**ws ponton**  
DATA + MARKETING SOLUTIONS | 100 YEARS

**Counts thru 3/2018**

**DATE**

3/2018 UPDATED  
3/2018 CONFIRMED

**UNIT OF SALE**

\$10,000.00 AVERAGE

**GENDER**

90% MALE  
10% MALE

**SOURCES**

DIRECT RESPONSE  
DIRECT MAIL  
OPT-IN EMAIL

**ADDRESSING**

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

EMAIL - DEPLOYMENT  
EMAIL - PERSONALIZATION

**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

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