

**COLLEGE FUND INVESTORS and QUALIFIED INQUIRERS
POSTAL and EMAIL**

12/20/2017

034A

List Broker Discount 25% - More Information

1,676,842 Total College Fund Investors	\$105.00/M
135,896 With Phone Numbers (DNC Suppressed)	\$125.00/M
707,124 Opt-In Email Addresses	\$145.00/M

Counts thru 12/2017

DATE

12/2017 UPDATED
12/2017 CONFIRMED

UNIT OF SALE

\$10,000.00 AVERAGE

GENDER

85% MALE
15% FEMALE

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

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

***TITLE**

College Fund Investors and Qualified Inquirers

DESCRIPTION

The active audience gathered in this premium mailing list with optional opt-in email addresses has either invested in, expressed an interest or requested information for investing in a college fund structured as a 529. The future-focused audience in this marketing data has invested in or inquired about investing in a savings or prepaid structured college fund within the last 12 months for at least \$10,000. 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.

PROFILE

Average Age:	38
Average Income:	\$85,000.00
Average Net Worth:	\$125,000.00

SOURCES

Direct Mail
Investment Questionnaires
Seminar Attendees
Telemarketing
Subscription Lists
Proprietary Sources
Opt-In Email

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

Updated Quarterly

Last Update: 12/2017
Next Update: 3/2018

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

data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS