

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

6/20/2018

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

**\*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: 6/2018  
 Next Update: 9/2018

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

**data owner:**



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

**Counts thru 6/2018**

**DATE**

6/2018 UPDATED  
 6/2018 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](mailto:sales@wsponton.com)  
[www.wsponton.com](http://www.wsponton.com)  
 3030 william pitt way  
 pittsburgh pa 15238