

# HEALTH INSURANCE POLICY OWNERS and RESPONDERS

12/20/2017

042A

List Broker Discount 25% - More Information

4,861,532	Health Insurance Policy Owners + Responders	\$105.00/M
414,750	With Phone Numbers (DNC Suppressed)	\$125.00/M
1,332,546	Opt-In Email Addresses	\$145.00/M

Counts thru 12/2017

**DATE**

12/2017 UPDATED  
12/2017 CONFIRMED

**UNIT OF SALE**

\$900.00 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

**TITLE**

Health Insurance Policy Owners and Responders

**DESCRIPTION**

The individuals assembled in this premium mailing list with optional opt-in email addresses have expressed interest in health insurance options within the last 12 months. This marketing data's active audience would either like to add to their current health insurance policy, is not satisfied with their current insurance policy, or is in the market for health insurance coverage for themselves and/or their family members. All marketing data points 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:	45
Average Income:	\$45,000.00
Average Net Worth	\$75,000.00

**SOURCES**

Direct Mail  
Seminar Attendees  
Insurance Questionnaires  
Telemarketing  
Space Ads  
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

**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