

**CONCH SOUP CHOWDER BUYERS  
POSTAL AND EMAIL**

**3/20/2014**

**052A**

16,121 Total Buyers \$95.00/M  
7,696 Opt-In Email Addresses \$135.00/M

**Counts thru 3/2014**

**DATE**

3/2014 UPDATED  
3/2014 CONFIRMED

**UNIT OF SALE**

\$40.00 AVERAGE

**GENDER**

60% MALE  
40% 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**

**Conch Soup Chowder Buyers**

**DESCRIPTION**

Mail Order Buyers and Inquirers of Conch Soup, via direct mail and or telemarketing within the last 12 months. This soup is known to be a natural health food source.

**PROFILE**

Average Age: 60  
Average Income: \$80,000.00  
Average Net Worth: \$200,000.00

**SOURCES**

Direct Mail  
Questionnaires  
Mail Order Companies  
Catalog Companies  
Subscriptions  
Card Decks  
Space Ads  
Seminar Attendees  
Proprietary Sources  
Opt-In Email

MINIMUM ORDER: 5,000 RECORDS

Guaranteed 95% Deliverable

Updated Quarterly

Last Update: 3/2014

Next Update: 6/2014

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)  
5149 butler street  
pittsburgh pa 15201