

CASINO GAMBLERS | POSTAL AND EMAIL

078A

List Broker Discount 25% - More Information

412,928 Casino Gamblers \$105.00/M
171,190 Opt-In Email Addresses \$145.00/M

Updated

Quarterly

TITLE

Casino Gamblers - Most take junkets to Las Vegas, Atlantic City, Aruba Monte Carlo, London or the Bahamas - Some are system buyers and follow the horses.

UNIT OF SALE

\$1,500.00 AVERAGE

GENDER

92% MALE
8% FEMALE

DESCRIPTION

Junketeers and book buyers of various systems who have been to Las Vegas London, Aruba, Atlantic City or the Bahamas within the last 12 months Most have traveled by air and have had an overnight stay at a gaming hotel.

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

PROFILE

Average Age: 41
Average Income: \$65,000.00
Average Net Worth: \$100,000.00

ADDRESSING

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

SOURCES

Casinos
Resorts
Hotels
Cruise Lines
Travel Agencies
Gaming Institutions
Investment Questionnaires
Subscriptions
Proprietary Sources
Opt-In Email

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

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

Updated Quarterly

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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