

GAMBLERS POSTAL AND EMAIL

9/20/2017

078A

List Broker Discount 25% - More Information

237,315 Gamblers \$105.00/M
98,960 Opt-In Email Addresses \$145.00/M

TITLE

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

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 or resort.

PROFILE

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

SOURCES

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

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

Updated Quarterly

Last Update: 9/2017
Next Update: 12/2017

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

Counts thru 9/2017

DATE

9/2017 UPDATED
9/2017 CONFIRMED

UNIT OF SALE

\$1,500.00 AVERAGE

GENDER

92% MALE
8% 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

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