


HOMEOWNERS WITH HIGH INCOME AND HOME EQUITY POSTAL AND EMAIL		3/20/2018	081A
List Broker Discount 25% - More Information		Counts thru 3/2018	
8,405,216	Total Homeowners	\$85.00/M	
6,775,224	With Phone Numbers	\$105.00/M	
1,827,077	Opt-In Email Addresses	\$125.00/M	
<u>TITLE</u> Homeowners, with High Income and Equity in their Homes		<u>DATE</u> 3/2018 UPDATED 3/2018 CONFIRMED	
<u>DESCRIPTION</u> Homeowners who have a high percentage (70% +) of their mortgage paid. These individuals also have a high income and a high net worth.		<u>UNIT OF SALE</u> N/A	
<u>PROFILE</u> Average Age: 57 Average Income: \$90,000.00 Average Net Worth: \$375,000.00		<u>GENDER</u> 90% MALE 10% FEMALE	
<u>SOURCES</u> Government Records Auto Information Investment Questionnaires Stockholder Lists Subscriptions Proprietary Sources Opt-In Email		<u>SOURCES</u> DIRECT RESPONSE DIRECT MAIL OPT-IN EMAIL	
		<u>ADDRESSING</u> 4 - UP CHESHIRE P.S. LABELS 3 1/2 DISKETTE CD ROM E - MAIL / FTP EMAIL - DEPLOYMENT EMAIL - PERSONALIZATION	
		<u>SELECTIONS</u> 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	
		<u>ADDITIONAL SELECTIONS</u> 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		contact: 800-628-7806 usa 800-541-8540 canada 412-782-1109 fax 412-782-2360 in pa sales@wspontron.com www.wspontron.com 3030 william pitt way pittsburgh pa 15238	
Updated Quarterly Last Update: 3/2018 Next Update: 6/2018			
Delivery: Within 24 Hours Shipping & Handling: \$25.00 Flat Rate			
data owner:			
 ws ponton DATA + MARKETING SOLUTIONS 100 YEARS			