HORSE RACING SYSTEMS BUYERS
POSTAL AND EMAIL

3/20/2017 **082A**

List Broker Discount 25% - More Information

42,568	Total Horse Racing Systems Buyers	$105.00/M
20,050	Opt-In Email Addresses	$145.00/M

TITLE

Horse Racing Systems Buyers /Inquirers and Prospects

DESCRIPTION

Horse racing enthusiasts who have purchased or requested information on different types of wagering and touting systems which would yield better results on horse handicapping.
Horse handicapping system purchases or inquries of books, programs, recommendations, etc. within the 12 last months.

PROFILE

Average Age:	52
Average Income:	$90,000.00
Average Net Worth:	$200,000.00

SOURCES

Casinos
Race Tracks
Subscriptions
Direct Mail
Opt-In Email
Questionnaires
Gaming Institutions
Mail Order Houses
Gambling Clubs
Proprietary Sources

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

Updated Quarterly
Last Update: 3/2017
Next Update: 6/2017

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

DMA Member

data owner:

ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

Counts thru 3/2017

DATE
3/2017 UPDATED
3/2017 CONFIRMED

UNIT OF SALE
$100.00 AVERAGE

GENDER
98% MALE
2% 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

contact:
800-628-7806 usa
800-541-8540 canada
412-782-1109 fax
412-782-2360 in pa
sales@wsponton.com
www.wsponton.com
3030 william pitt way
pittsburgh pa 15238