# HORSE RACING SYSTEMS BUYERS
# POSTAL AND EMAIL

**12/20/2017** **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: 12/2017
Next Update: 3/2018

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

DMA Member

**data owner:**

ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

**Counts thru 12/2017**

**DATE**
12/2017 UPDATED
12/2017 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