

**HORSE RACING SYSTEMS BUYERS
POSTAL AND EMAIL**

6/20/2018

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

Counts thru 6/2018

DATE

6/2018 UPDATED
6/2018 CONFIRMED

TITLE

Horse Racing Systems Buyers /Inquirers and Prospects

UNIT OF SALE

\$100.00 AVERAGE

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 inquiries of books, programs, recommendations, etc. within the 12 last months.

GENDER

98% MALE
2% FEMALE

PROFILE

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

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

SOURCES

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

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

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

Updated Quarterly

Last Update: 6/2018
Next Update: 9/2018

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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