

**INDEPENDENT SMALL BUSINESS OWNERS  
POSTAL and EMAIL**

12/20/2017

085A

List Broker Discount 25% - More Information

8,010,216 Independent Small Business Owners \$105.00/M  
7,943,708 With Phone Numbers \$125.00/M  
6,546,410 Opt-In Email Addresses \$260.00/M

**Counts thru 12/2017**

**DATE**

12/2017 UPDATED  
12/2017 CONFIRMED

**UNIT OF SALE**

\$10,000.00 AVERAGE

**GENDER**

90% MALE  
10% 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

**TITLE**

Small Business Owners and Entrepreneurs, at business address, with under fifteen employees, who invest in stocks, bonds, treasury bills, C.D.'s, money market funds, commodities or real estate. These individuals have invested in or expressed an interest to invest a minimum of \$10,000.00 within the last 12 months.

**PROFILE**

Average Age: 56  
Average Income: \$90,000.00  
Average Net Worth: \$350,000.00

**SOURCES**

Investment Questionnaires  
Shareholder Lists  
Stockholder Lists  
Direct Mail  
Telemarketing  
Seminar Attendees  
Opt-In Email  
Shareholder Lists

**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



**data owner:**



**ws ponton**  
DATA + MARKETING SOLUTIONS | 100 YEARS

800-628-7806 usa  
800-541-8540 canada  
412-782-1109 fax  
412-782-2360 in pa  
[sales@wsponton.com](mailto:sales@wsponton.com)  
[www.wsponton.com](http://www.wsponton.com)  
3030 william pitt way  
pittsburgh pa 15238