



INDEPENDENT SMALL BUSINESS OWNERS POSTAL and EMAIL		3/20/2018	085A
List Broker Discount 25% - More Information		Counts thru 3/2018	
8,010,216	Independent Small Business Owners	\$105.00/M	<u>DATE</u> 3/2018 UPDATED 3/2018 CONFIRMED
7,943,708	With Phone Numbers	\$125.00/M	
6,546,410	Opt-In Email Addresses	\$260.00/M	
<u>TITLE</u> 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.		<u>UNIT OF SALE</u> \$10,000.00 AVERAGE	
<u>PROFILE</u> Average Age: 56 Average Income: \$90,000.00 Average Net Worth: \$350,000.00		<u>GENDER</u> 90% MALE 10% FEMALE	
<u>SOURCES</u> Investment Questionnaires Shareholder Lists Stockholder Lists Direct Mail Telemarketing Seminar Attendees Opt-In Email Shareholder Lists		<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			
Updated Quarterly Last Update: 3/2018 Next Update: 6/2018			
Delivery: Within 24 Hours Shipping & Handling: \$25.00 Flat Rate			
data owner:			
<div><div>ws ponton DATA + MARKETING SOLUTIONS   100 YEARS</div></div> <div><div>800-628-7806 usa 800-541-8540 canada 412-782-1109 fax 412-782-2360 in pa <a href="mailto:sales@wsponton.com">sales@wsponton.com</a> <a href="http://www.wsponton.com">www.wsponton.com</a> 3030 william pitt way pittsburgh pa 15238</div></div>			