

MONEY MARKET FUND INVESTORS		3/20/2017	110A
POSTAL AND EMAIL List Broker Discount 25% - More Information 4,084,267 Total Fund Investors \$85.00/M 365,043 With Phone Number (DNC Suppressed) \$105.00/M 887,917 Opt-In Email Addresses \$125.00/M		Counts thru 3/2017 DATE 3/2017 UPDATED 3/2017 CONFIRMED UNIT OF SALE \$10,000.00 AVERAGE GENDER 85% MALE 15% 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 Money Market Fund Investors DESCRIPTION The conservative audience encompassed in this premium mailing list is comprised of self-reported, active money market fund investors or qualified inquirers expressing an interest to invest a minimum of \$10,000 within the last 12 months. These traditional depositors have expressed that safety and security outweigh return and growth and also indicate a preference for conservative institutions that focus on safety and stability. This conventional audience indicates that consideration will be given to short term, ready-access investment products without surrender fees. All marketing data points, self-reported and public, are audited and double verified each month through 2 or more organic sources ensuring superior accuracy and a receptive and responsive audience. PROFILE Average Age: 58 Average Income: \$96,000.00 Average Net Worth: \$230,000.00 SOURCES Investment Questionnaires Stockholder Lists Seminar Attendees Shareholder Lists Direct Mail Proprietary Sources Opt-In Email		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	
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