

"YUPPIE" INVESTORS POSTAL AND EMAIL

111B

List Broker Discount 25% - More Information

3,344,872	Total "Yuppie" Investors	\$85.00/M
2,986,403	With Phone Numbers	\$105.00/M
808,455	Opt-In Email Addresses	\$125.00/M

Updated

Quarterly

TITLE

"Yuppie" High Income Executives & Professionals (mostly under the age of forty-five), who generally earn well over \$75,000.00 per year, at home addr., who invest either their own or their company's money in stocks, bonds, T-Bills, C.D.'s, money market funds, commodities or real estate

UNIT OF SALE

\$10,000.00 AVERAGE

GENDER

90% MALE

10% FEMALE

PROFILE

Average Age:	35
Average Income:	\$92,000.00
Average Net Worth:	\$210,000.00

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

- Investment Questionnaires
- Direct Mail
- Subscriptions
- Stockholder Lists
- Real Estate Transactions
- Shareholder Lists
- Seminar Attendees
- Insurance Questionnaires
- Telemarketing
- Proprietary Sources
- Opt-In Email

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

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

Updated Quarterly

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