

NURSING HOME CARE INSURANCE POLICY OWNERS + RESPONDERS

12/20/2017

121A

List Broker Discount 25% - More Information

439,084	Total Insurance Owners + Responders	\$105.00/M
56,952	With Phone Numbers (DNC Suppressed)	\$125.00/M
185,162	Opt-In Email Addresses	\$145.00/M

TITLE

Nursing Home Care Insurance Policy Owners and Responders

DESCRIPTION

The affluent individuals assembled in this premium mailing list with optional opt-in email address are interested in protecting their assets with nursing home care insurance if the need for institutionalization arises. The future-conscious individuals, many of which have an investment background, are either interested in purchasing nursing home care insurance, or are not satisfied with or would like to add to their current long term nursing home care insurance coverage. The home postal addresses and/or the opt-in email addresses of these conservative individuals with an above-average net worth are available in this qualified marketing data. 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:	56
Average Income:	\$68,000.00
Average Net Worth:	\$210,000.00

SOURCES

- Investment Questionnaires
- Telemarketing
- Direct Mail
- Space Ads
- Seminar Attendees
- Insurance Questionnaires
- Proprietary Sources
- Opt-In Email

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

Counts thru 12/2017

DATE

12/2017 UPDATED
 12/2017 CONFIRMED

UNIT OF SALE

\$850.00 AVERAGE

GENDER

80% MALE
 20% 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

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