

**NURSING HOME CARE INSURANCE POLICY
OWNERS + RESPONDERS**

6/20/2017

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

Counts thru 6/2017

DATE

6/2017 UPDATED
6/2017 CONFIRMED

TITLE

Nursing Home Care Insurance Policy Owners and Responders

UNIT OF SALE

\$850.00 AVERAGE

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.

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

PROFILE

Average Age:	56
Average Income:	\$68,000.00
Average Net Worth:	\$210,000.00

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

SOURCES

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

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
Last Update: 6/2017
Next Update: 9/2017

Delivery: Within 24 Hours
Shipping & Handling: \$25.00 Flat Rate



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

data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS