

**PREMIUM INCENTIVE AND TRAVEL  
BUYING EXECUTIVES POSTAL and EMAIL**

12/20/2017

134A

List Broker Discount 25% - More Information

846,521 Total Executives	\$85.00/M
826,843 With Phone Numbers	\$105.00/M
701,080 Opt-In Email Addresses	\$210.00/M

**Counts thru 12/2017**

**DATE**

12/2017 UPDATED  
12/2017 CONFIRMED

**UNIT OF SALE**

\$500.00 AVERAGE

**GENDER**

90% MALE  
10% 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**

**Corporate Executives, who Purchase Premiums,** Sales Incentives,  
Travel Packages and X-mas Gifts

**DESCRIPTION**

Executives, business owners, purchasing agents, and other senior level decision makers who are in charge of the acquisition and purchasing of products, services, trips, customized logo specialties which promote internal performance or stimulate perspective clients. These executives are in medium sized independently owned companies. These individuals have purchased products/services or have expressed an interest to purchase these services within the last 12 months via direct mail or telephone solicitation.

**PROFILE**

Average Age:	52
Average Income:	\$72,000.00
Average Employee Size:	30

**SOURCES**

Surveys  
Seminar Attendees  
Subscriptions  
Direct Mail  
Telemarketing  
Mail Order Companies  
Space Ads  
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

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