

SECOND VACATION HOME INQS & PROSPECTS POSTAL AND EMAIL		6/20/2017	154A
List Broker Discount 25% - More Information		Counts thru 6/2017	
186,674 Inquirers & Prospects	\$105.00/M	<u>DATE</u>	
123,927 With Phone Numbers	\$125.00/M	6/2017 UPDATED	
87,923 Opt-In Email Addresses	\$145.00/M	6/2017 CONFIRMED	
<u>TITLE</u>		<u>UNIT OF SALE</u>	
Second Vacation Home Inquirers and Prospects		\$10,000 AVERAGE	
<u>DESCRIPTION</u>		<u>GENDER</u>	
Affluent travelers who have expressed an interest or requested information regarding the perspective purchase of a vacation home. These investors have the disposable income to purchase and maintain a second home for vacation purposes.		90% MALE	
		10% FEMALE	
<u>PROFILE</u>		<u>SOURCES</u>	
Average Age:	52	DIRECT RESPONSE	
Average Income:	\$150,000.00	DIRECT MAIL	
Average Net Worth:	\$425,000.00	OPT-IN EMAIL	
<u>SOURCES</u>		<u>ADDRESSING</u>	
Investment Questionnaires		4 - UP CHESHIRE	
Telemarketing		P.S. LABELS	
Subscriptions		3 1/2 DISKETTE	
Direct Mail		CD ROM	
Surveys		E - MAIL / FTP	
Space Ads		EMAIL - DEPLOYMENT	
Proprietary Information		EMAIL - PERSONALIZATION	
Opt-In Email		<u>SELECTIONS</u>	
		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
<u>ADDITIONAL SELECTIONS</u>			
		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		<u>contact:</u>	
Updated Quarterly		800-628-7806 usa	
Last Update: 6/2017		800-541-8540 canada	
Next Update: 9/2017		412-782-1109 fax	
		412-782-2360 in pa	
Delivery: Within 24 Hours		sales@wspontron.com	
Shipping & Handling: \$25.00 Flat Rate		www.wspontron.com	
		3030 william pitt way	
		pittsburgh pa 15238	
data owner:			
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