

SPORTS HANDICAPPING SERVICE SUBSCRIBERS AND RESPONDERS | POSTAL and EMAIL

163A

List Broker Discount 25% - More Information

191,107 Sports Handicapping Service Subscribers \$105.00/M
 90,006 Opt-In Email Addresses \$145.00/M

Updated

Quarterly

TITLE

Sports Handicapping Service Subscribers and Responders

UNIT OF SALE

\$150.00 AVERAGE

DESCRIPTION

Individuals who are avid sports handicappers and enjoy wagering on sporting events or have expressed an interest to wager within the last 12 months. Many of these gamblers receive recommendations and selection information for wagering on individual sporting events or subscribe to newsletters for long term wagering.

GENDER

95% MALE
 5% FEMALE

SOURCES

DIRECT RESPONSE
 DIRECT MAIL
 OPT-IN EMAIL

PROFILE

Average Age: 39
 Average Income: \$70,000.00
 Average Net Worth: \$120,000.00

ADDRESSING

4 - UP CHESHIRE
 P.S. LABELS
 3 1/2 DISKETTE
 CD ROM
 E - MAIL / FTP
 EMAIL - DEPLOYMENT
 EMAIL - PERSONALIZATION

SOURCES

Casinos
 Resorts
 Hotels
 Cruise Lines
 Opt-In Email
 Gaming Institutions
 Investment Questionnaires
 Newsletter Subscriptions
 Direct Mail
 Proprietary Sources

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

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