SPORTS TOUTING SERVICE BUYERS
POSTAL and EMAIL

12/20/2017 **163A**

List Broker Discount 25% - More Information

54,602	Total Sports Touting Service Buyers	$105.00/M
25,716	Opt-In Email Addresses	$145.00/M

TITLE

Buyers, Inquirers & Prospects for Sports Touting Services.

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.

PROFILE

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

SOURCES

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

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

DMA Member

data owner:

ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

Counts thru 12/2017

DATE
12/2017 UPDATED
12/2017 CONFIRMED

UNIT OF SALE
$150.00 AVERAGE

GENDER
95% MALE
5% 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

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