

**SPORTS TOUTING SERVICE BUYERS
POSTAL and EMAIL**

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

Updated

Quarterly

TITLE

Buyers, Inquirers & Prospects for Sports Touting Services.

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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