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List Broker Discount 25% - More Information		Counts thru 6/2017	
1,585,609 Subscribers at Home	\$85.00/M	DATE	
1,108,263 With Phone Numbers	\$105.00/M	6/2017 UPDATED	
863,444 Subscribers at Office	\$105.00/M	6/2017 CONFIRMED	
862,906 With Phone Numbers	\$125.00/M	UNIT OF SALE	
746,822 Opt-In Email Addresses	\$125.00/M	\$275.00 AVERAGE	
TITLE		GENDER	
Subscribers to a Minimum of Three or More Financial/Business or Investment Publications		90% MALE	
DESCRIPTION		10% FEMALE	
Independent investors who choose and select individual stocks, bonds, commodities, mutual funds, real estate, & other types of financial products based on their own decisions. These investors do not solely rely on their brokers for financial information. These affluent hardcore investors are interested in publications and newsletters which will assist them in their search for profitable investments, tax information, and strategies. They are also attracted to high yielding financial planners.		SOURCES	
PROFILE		DIRECT RESPONSE	
Average Age:	53	DIRECT MAIL	
Average Income:	\$85,000.00	OPT-IN EMAIL	
Average Net Worth:	\$200,000.00	ADDRESSING	
SOURCES		4 - UP CHESHIRE	
Investment Questionnaires		P.S. LABELS	
Telemarketing		3 1/2 DISKETTE	
Stockholder Lists		CD ROM	
Real Estate Transactions		E - MAIL / FTP	
Subscription Lists		EMAIL - DEPLOYMENT	
Seminar Attendees		EMAIL - PERSONALIZATION	
Telemarketing		SELECTIONS	
Surveys		AGE	
Opt-In Email		INCOME SELECT	
Guaranteed 95% Deliverable MINIMUM ORDER: 5,000 RECORDS		PHONE NUMBER	
Updated Quarterly		ZIP/SCF/COUNTY/STATE	
Last Update:	6/2017	P.S. LABELS	
Next Update:	9/2017	3 X 5 INDEX CARDS	
Delivery: Within 24 Hours		3 1/2 DISKETTE	
Shipping & Handling: \$25.00 Flat Rate		CD ROM	
data owner:		E - MAIL / FTP	
		ADDITIONAL SELECTIONS	
		NET WORTH	
		GENDER	
		KEY CODING	
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		sales@wsponton.com	
		www.wsponton.com	
		3030 william pitt way	
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