

# TAX BOOKLET UPDATES FOR SMALL BUSINESS OWNERS

6/20/2018

168A

List Broker Discount 25% - More Information

709,821 Tax Booklet Updates	\$85.00/M
683,205 With Phone Numbers	\$105.00/M
461,320 Tax Survival Booklets	\$85.00/M
381,835 Opt-In Email Addresses	\$210.00/M

**Counts thru 6/2018**

**DATE**

6/2018 UPDATED  
6/2018 CONFIRMED

**UNIT OF SALE**

\$250.00 AVERAGE

**GENDER**

90% MALE  
10% 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

**TITLE**

**Tax Booklet Updates for Small Business Owners  
Subscribers and Inquirers.**

**DESCRIPTION**

Small business owners, who subscribe to pamphlets or newsletters which alert and inform small business owners to tax changes. These pamphlets contain tax tips for deductions, employees, leasing, depreciation real estate, etc.

**PROFILE**

Average Age:	56
Average Income:	\$87,000.00
Average Employee Size:	14

**SOURCES**

Subscriptions  
Direct Mail  
Seminar Attendees  
Surveys  
Space Ads  
Investment Questionnaires  
Telemarketing  
Proprietary Sources  
Opt-In Email

MINIMUM ORDER: 5,000 RECORDS

**Guaranteed 95% Deliverable**

Updated Quarterly  
Last Update: 6/2018  
Next Update: 9/2018

Delivery: Within 24 Hours  
Shipping & Handling: \$25.00 Flat Rate



**data owner:**



**ws ponton**  
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