

TAX EXEMPT MULTI-SECURITY INVESTORS POSTAL AND EMAIL

12/20/2013

169A

3,262,084 Total Investors \$85.00/M
2,816,396 With Phone Numbers \$105.00/M
885,330 Opt-In Email Addresses \$125.00/M

Counts thru 12/2013

DATE

12/2013 UPDATED
12/2013 CONFIRMED

UNIT OF SALE

\$10,000 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 Exempt Multi-Security Buyers and Inquirers

DESCRIPTION

Affluent high net worth investors who have inquired or purchased at least two types of tax exempt instruments, which includes tax-exempt money market funds, no load mutual funds, limited partnerships, municipal bonds, bond funds, annuities, etc.

PROFILE

Average Age: 56
Average Income: \$84,000.00
Average Net Worth: \$375,000.00

SOURCES

Investment Questionnaires
Direct Mail
Seminar Attendees
Telemarketing
Proprietary Sources
Opt-In Email

MINIMUM ORDER: 5,000 RECORDS

Guaranteed 92% Deliverable

Updated Quarterly

Last Update: 12/2013

Next Update: 03/2014

Delivery: Within 24 Hours

Shipping & Handling: \$25.00 Flat Rate



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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