


TERM LIFE INSURANCE POLICY OWNERS and RESPONDERS		6/20/2017	172A
List Broker Discount 25% - More Information		Counts thru 6/2017	
5,437,908	Total Term Life Insurance Owners	\$85.00/M	
484,864	With Phone Numbers (DNC Suppressed)	\$105.00/M	
1,490,531	Opt-In Email Addresses	\$125.00/M	
<u>TITLE</u>		<u>DATE</u>	
Term Life Insurance Policy Owners and Responders		6/2017 UPDATED 6/2017 CONFIRMED	
<u>DESCRIPTION</u>		<u>UNIT OF SALE</u>	
In this premium marketing data, the audience is presently exploring term life insurance options. Included are those who have term life insurance and would like to add to it, those who have term life insurance and are not satisfied with their current coverage, or those who are in the market to purchase a term life policy. These qualified insurance shoppers are interested in coverage typically \$100,000 to \$250,000 range. The audience of this mailing list with optional opt-in email addresses is motivated by the economical premiums that are offered with this insurance product forsaking the policy's cash value. All marketing data points, self-reported and public, are audited and double verified each month through 2 or more organic sources ensuring superior accuracy and a receptive and responsive audience.		\$600.00 AVERAGE	
<u>PROFILE</u>		<u>GENDER</u>	
Average Age:	38	90% MALE 10% FEMALE	
Average Income:	\$62,000.00	<u>SOURCES</u>	
Average Net Worth:	\$100,000.00	DIRECT RESPONSE DIRECT MAIL OPT-IN EMAIL	
<u>SOURCES</u>		<u>ADDRESSING</u>	
Investment Questionnaires		4 - UP CHESHIRE P.S. LABELS 3 1/2 DISKETTE CD ROM E - MAIL / FTP EMAIL - DEPLOYMENT EMAIL - PERSONALIZATION	
Telemarketing		<u>SELECTIONS</u>	
Direct Mail		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	
Space Ads		<u>ADDITIONAL SELECTIONS</u>	
Seminar Attendees		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	
Insurance Questionnaires			
Surveys			
Proprietary Sources			
Opt-In Email			
Guaranteed 95% Deliverable MINIMUM ORDER: 5,000 RECORDS			
Updated Quarterly			
Last Update:	6/2017		
Next Update:	9/2017		
Delivery:	Within 24 Hours		
Shipping & Handling:	\$25.00 Flat Rate		
data owner:			
 ws ponton DATA + MARKETING SOLUTIONS 100 YEARS		800-628-7806 usa 800-541-8540 canada 412-782-1109 fax 412-782-2360 in pa sales@wsponton.com www.wsponton.com 3030 william pitt way pittsburgh pa 15238	