


TAX EXEMPT MUNICIPAL BOND BUYERS POSTAL and EMAIL		9/20/2017	172B
List Broker Discount 25% - More Information		Counts thru 9/2017	
1,362,901 Tax Exempt Muni Bond Buyers	\$85.00/M	DATE	
862,428 With Phone Numbers	\$105.00/M	9/2017 UPDATED	
373,571 Opt-In Email Addresses	\$125.00/M	9/2017 CONFIRMED	
TITLE		UNIT OF SALE	
Tax Exempt Municipal Bond Buyers and Inquirers		\$10,000.00 AVERAGE	
DESCRIPTION		GENDER	
Investors who have purchased or expressed an interest in tax exempt municipal bonds. These investors are attracted to the tax advantages that these bonds offer. These investors are also excellent prospects for other types of tax free investment products and financial offerings at low to medium risk.		90% MALE	
		10% FEMALE	
PROFILE		SOURCES	
Average Age:	58	DIRECT RESPONSE	
Average Income:	\$87,000.00	DIRECT MAIL	
Average Net Worth:	\$500,000.00	OPT-IN EMAIL	
SOURCES		ADDRESSING	
Investment Questionnaires		4 - UP CHESHIRE	
Direct Mail		P.S. LABELS	
Seminar Attendees		3 1/2 DISKETTE	
Subscriptions		CD ROM	
Telemarketing		E - MAIL / FTP	
Proprietary Sources		EMAIL - DEPLOYMENT	
Opt-In Email		EMAIL - PERSONALIZATION	
Guaranteed 95% Deliverable MINIMUM ORDER: 5,000 RECORDS		SELECTIONS	
Updated Quarterly		AGE N/C	
Last Update: 9/2017		INCOME SELECT N/C	
Next Update: 12/2017		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	
Delivery: Within 24 Hours		ADDITIONAL SELECTIONS	
Shipping & Handling: \$25.00 Flat Rate		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	
data owner:		contact:	
 ws ponton DATA + MARKETING SOLUTIONS 100 YEARS		800-628-7806 usa	
		800-541-8540 canada	
		412-782-1109 fax	
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