

**TAX EXEMPT MUNICIPAL BOND BUYERS  
POSTAL and EMAIL**

172B

List Broker Discount 25% - More Information

|                                       |            |
|---------------------------------------|------------|
| 1,362,901 Tax Exempt Muni Bond Buyers | \$85.00/M  |
| 862,428 With Phone Numbers            | \$105.00/M |
| 373,571 Opt-In Email Addresses        | \$125.00/M |

**Updated**

Quarterly

**TITLE**

**Tax Exempt Municipal Bond Buyers and Inquirers**

**UNIT OF SALE**

\$10,000.00 AVERAGE

**DESCRIPTION**

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.

**GENDER**

90% MALE  
10% FEMALE

**SOURCES**

DIRECT RESPONSE  
DIRECT MAIL  
OPT-IN EMAIL

**PROFILE**

|                    |              |
|--------------------|--------------|
| Average Age:       | 58           |
| Average Income:    | \$87,000.00  |
| Average Net Worth: | \$500,000.00 |

**ADDRESSING**

4 - UP CHESHIRE  
P.S. LABELS  
3 1/2 DISKETTE  
CD ROM  
E - MAIL / FTP  
EMAIL - DEPLOYMENT  
EMAIL - PERSONALIZATION

**SOURCES**

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

**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 |

**Guaranteed 95% Deliverable | MINIMUM ORDER: 5,000 RECORDS**  
**Updated Quarterly**

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



**data owner:**



**ws ponton**  
DATA + MARKETING SOLUTIONS 100 YEARS

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