

# UNIVERSAL LIFE INSURANCE POLICY OWNERS + RESPONDERS

6/20/2018

176A

List Broker Discount 25% - More Information

|           |                                     |            |
|-----------|-------------------------------------|------------|
| 4,137,988 | Total Purchasers                    | \$105.00/M |
| 782,834   | With Phone Numbers (DNC Suppressed) | \$125.00/M |
| 1,134,223 | Opt-In Email Addresses              | \$145.00/M |

**Counts thru 6/2018****DATE**

6/2018 UPDATED  
6/2018 CONFIRMED

**UNIT OF SALE**

\$1,750.00 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 |

**contact:**

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**TITLE****Universal Life Insurance Policy Owners and Responders****DESCRIPTION**

This premium marketing data is a collection of individual who have universal life insurance and are not satisfied with their current policy or wish to add coverage, or they have made a qualified inquiry to purchase a universal life policy. As Sizeable changes influence the lives of these prospects ( marriage, new child, home purchase, etc.) many have realized that a new life insurance policy or an additional policy is essential. These qualified insurance shoppers are interested in coverage typically in the \$100,000 - \$250,000 range. The self-reported information also indicates that this higher-income audience is attracted to policies which offer a cash-value feature, and are also willing to pay the higher associated premium. Optional opt-in email addresses and do-not-call suppressed home telephone numbers for telemarketing are also available with this premium mailing list, and 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.

**PROFILE**

|                    |              |
|--------------------|--------------|
| Average Age:       | 41           |
| Average Income:    | \$67,000.00  |
| Average Net Worth: | \$110,000.00 |

**SOURCES**

Investment Questionnaires  
Telemarketing  
Direct Mail  
Opt-In Email  
Seminar Attendees  
Insurance Questionnaires  
Surveys  
Subscriptions  
Proprietary Data

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

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

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

**data owner:**

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

