


WHOLE LIFE INSURANCE POLICY OWNERS + RESPONDERS		12/20/2017	177A
List Broker Discount 25% - More Information		Counts thru 12/2017	
2,842,811 Total Whole Life Insurance Policy Owners	\$85.00/M	DATE	
243,297 With Phone Numbers (DNC Suppressed)	\$105.00/M	12/2017 UPDATED	
1,338,964 Opt-In Email Addresses	\$145.00/M	12/2017 CONFIRMED	
TITLE		UNIT OF SALE	
Whole Life Insurance Policy Owners and Responders		\$2,500.00 AVERAGE	
DESCRIPTION		GENDER	
This premium marketing data is an assemblage of high income, typically generation X (age 30-50) audience who have whole 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 whole life policy. Self-reported data indicates that these active insurance seekers are attracted to policies offering cash value, liquidity, guarantees and tax saving benefits. These qualified insurance shoppers are interested in coverage typically in the \$100,000 to \$500,000 range. These affluent individuals are also willing to incur the associated premiums for these key features and advantages. Optional opt-in email addresses and do-not-call suppressed home telephone numbers 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.		92% MALE	
		8% 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	
PROFILE		SELECTIONS	
Average Age: 44		AGE	N/C
Average Income: \$95,000.00		INCOME SELECT	N/C
Average Net Worth: \$200,000.00		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
SOURCES		ADDITIONAL SELECTIONS	
Investment Questionnaires		NET WORTH	\$10.00/M
Telemarketing		GENDER	\$5.00/M
Direct Mail		KEY CODING	\$5.00/M
Space Ads		CARRIER RT. SORT.	\$10.00/M
Seminar Attendees		BAR CODING	\$10.00/M
Insurance Questionnaires		EMAIL - DEPLOYMENT	\$25.00/M
Surveys		EMAIL - PERSONALIZATION	\$25.00/M
Proprietary Data			
Opt-In Email			
Guaranteed 95% Deliverable MINIMUM ORDER: 5,000 RECORDS		contact:	
Updated Quarterly		800-628-7806 usa	
Last Update: 12/2017		800-541-8540 canada	
Next Update: 3/2018		412-782-1109 fax	
		412-782-2360 in pa	
Delivery: Within 24 Hours		sales@wsponton.com	
Shipping & Handling: \$25.00 Flat Rate		www.wsponton.com	
		3030 william pitt way	
		pittsburgh pa 15238	
data owner:			
 ws ponton DATA+MARKETING SOLUTIONS 100 YEARS			