

**SENIOR CITIZEN CERTIFICATE OF DEPOSIT INVESTORS
POSTAL and EMAIL**

029A

List Broker Discount 25% - More Information

2,925,152	Total Senior C.D. Holders	\$85.00/M
576,362	With Phone Numbers (DNC Suppressed)	\$105.00/M
635,928	Opt-In Email Addresses	\$125.00/M

Updated

Quarterly

***TITLE**

Senior Citizen Certificate of Deposit Investors

UNIT OF SALE

\$10,000.00 AVERAGE

DESCRIPTION

Assembled in this premium marketing data are affluent and conservative senior citizen investors who have self-reported that they invest \$10,000 or more in at least one certificate of deposit. 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. The prosperous senior audience in this premium mailing list with optional opt-in email addresses and a do-not-call suppressed telephone number is comprised of prime candidates for marketing alternative conservative investment products such as annuities, tax exempt municipal bonds, mutual funds, or low risk real estate opportunities.

GENDER

90% MALE
10% MALE

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

Average Age:	68
Average Income:	\$75,000.00
Average Net Worth:	\$220,000.00

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

SOURCES

Direct Mail
Investment Questionnaires
Seminar Attendees
Financial Newsletters
Proprietary Sources
Opt-In Email

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

contact:

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

