



HOMEOWNERS WITH HIGH INCOME AND HOME EQUITY POSTAL AND EMAIL		081A
List Broker Discount 25% - More Information		
8,405,216 Total Homeowners	\$85.00/M	Updated
6,775,224 With Phone Numbers	\$105.00/M	Quarterly
1,827,077 Opt-In Email Addresses	\$125.00/M	
TITLE		UNIT OF SALE
Homeowners, with High Income and Equity in their Homes		N/A
DESCRIPTION		GENDER
Homeowners who have a high percentage (70% +) of their mortgage paid. These individuals also have a high income and a high net worth.		90% MALE 10% FEMALE
PROFILE		SOURCES
Average Age: 57		DIRECT RESPONSE
Average Income: \$90,000.00		DIRECT MAIL
Average Net Worth: \$375,000.00		OPT-IN EMAIL
SOURCES		ADDRESSING
Government Records		4 - UP CHESHIRE
Auto Information		P.S. LABELS
Investment Questionnaires		3 1/2 DISKETTE
Stockholder Lists		CD ROM
Subscriptions		E - MAIL / FTP
Proprietary Sources		EMAIL - DEPLOYMENT
Opt-In Email		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
Guaranteed 95% Deliverable MINIMUM ORDER: 5,000 RECORDS		contact:
Updated Quarterly		800-628-7806 usa
Delivery: Within 24 Hours		800-541-8540 canada
Shipping & Handling: \$25.00 Flat Rate		412-782-1109 fax
		412-782-2360 in pa
data owner:		sales@wsponton.com
		www.wsponton.com
		3030 william pitt way
		pittsburgh pa 15238