


INDEPENDENT SMALL BUSINESS OWNERS POSTAL and EMAIL		085A
List Broker Discount 25% - More Information		
8,010,216 Independent Small Business Owners	\$105.00/M	Updated Quarterly
7,943,708 With Phone Numbers	\$125.00/M	
6,546,410 Opt-In Email Addresses	\$260.00/M	
TITLE Small Business Owners and Entrepreneurs, at business address, with under fifteen employees, who invest in stocks, bonds, treasury bills, C.D.'s, money market funds, commodities or real estate. These individuals have invested in or expressed an interest to invest a minimum of \$10,000.00 within the last 12 months.		UNIT OF SALE \$10,000.00 AVERAGE
PROFILE Average Age: 56 Average Income: \$90,000.00 Average Net Worth: \$350,000.00		GENDER 90% MALE 10% FEMALE
SOURCES Investment Questionnaires Shareholder Lists Stockholder Lists Direct Mail Telemarketing Seminar Attendees Opt-In Email Shareholder Lists		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
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		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