

OPTION INVESTORS: ACTIVE TRADERS and QUALIFIED INVESTORS

126A

List Broker Discount 25% - More Information

309,704 Option Investors: Active Traders + Qualified Inquirers \$85.00/M
207,935 Option Investors: Active Traders + Qualified Inquirers: 0-12 Month Recency \$85.00/M
136,796 Option Investors: Active Traders + Qualified Inquirers: Opt-In Email Address \$125.00/M

TITLE

Option Investors: Active Investors and Qualified Inquirers

DESCRIPTION

This premium marketing data is composed of wealthy individuals who have either invested or have expressed an interest to speculate at least \$10,000 in the options market. These affluent and speculative investors find volatile + high risk, high return investments very appealing. 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 daring investor in this premium mailing list with optional opt-in email addresses are attracted to the high yielding return of the 'calls' and 'puts' trading options and are willing to risk a substantial loss. This breed of natural risk-takers have a diversified portfolio and a substantial net worth that can absorb a loss when trading within the extremely volatile and globally sensitive option market.

PROFILE

Average Age: 54
Average Income: \$110,000.00
Average Net Worth: \$375,000.00

SOURCES

Investment Questionnaires
Seminar Attendees
Telemarketing
Direct Mail
Newsletter Subscribers
Card Decks
Proprietary Sources
Opt-In Email

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

Updated

Quarterly

UNIT OF SALE

\$10,000.00 AVERAGE

GENDER

95% MALE
5% 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:

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