

# SINGLE PREMIUM DEFERRED ANNUITY INVESTORS + RESPONDERS

156A

List Broker Discount 25% - More Information

4,286,843 Total SPDA Investors & Responders \$85.00/M  
3,847,128 With Phone Numbers \$105.00/M  
931,960 Opt-In Email Addresses \$125.00/M

## Updated

Quarterly

## TITLE

**Single Premium Deferred Annuity Investors + Responders**

## UNIT OF SALE

\$10,000.00 AVERAGE

## DESCRIPTION

The affluent and conservative audiences of this premium mailing list with optional opt-in email addresses have either invested in or have made a qualified inquiry to invest in a single premium deferred annuity within the last 12 months for a minimum of \$10,000. These active investors, self-report that they are attracted to the tax advantage, low risk level, security from probate, and consistent yield of annuity investments. 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.

## GENDER

90% MALE

10% 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

Average Age: 58

Average Income: \$120,000.00

Average Net Worth: \$575,000.00

## SOURCES

Investment Questionnaires

Seminar Attendees

Direct Mail

Subscription Lists

Surveys

Telemarketing

Proprietary Sources

Opt-In Email

## 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

## contact:

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