



SINGLE PREMIUM DEFERRED ANNUITY INVESTORS + RESPONDERS		156A
List Broker Discount 25% - More Information		
930,245 Total Premium Annuity Investors \$85.00/M 84,006 With Phone Numbers (DNC Suppressed) \$105.00/M 202,235 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
PROFILE Average Age: 58 Average Income: \$120,000.00 Average Net Worth: \$575,000.00		SOURCES DIRECT RESPONSE DIRECT MAIL OPT-IN EMAIL
SOURCES Investment Questionnaires Seminar Attendees Direct Mail Subscription Lists Surveys Telemarketing Proprietary Sources Opt-In Email		ADDRESSING 4 - UP CHESHIRE P.S. LABELS 3 1/2 DISKETTE CD ROM E - MAIL / FTP EMAIL - DEPLOYMENT EMAIL - PERSONALIZATION
Guaranteed 95% Deliverable MINIMUM ORDER: 5,000 RECORDS Updated Quarterly Delivery: Within 24 Hours Shipping & Handling: \$25.00 Flat Rate data owner:		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