

**TAX BOOKLET UPDATES FOR SMALL
BUSINESS OWNERS POSTAL AND EMAIL**

06/20/2013

168A

709,821 Tax Booklet Updates	\$85.00/M
683,205 With Phone Numbers	\$105.00/M
461,320 Tax Survival Booklets	\$85.00/M
381,835 Opt-In Email Addresses	\$210.00/M

Counts thru 06/2013

DATE

06/2013 UPDATED
06/2013 CONFIRMED

UNIT OF SALE

\$250.00 AVERAGE

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

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

TITLE

**Tax Booklet Updates for Small Business Owners
Subscribers and Inquirers.**

DESCRIPTION

Small business owners, who subscribe to pamphlets or newsletters which alert and inform small business owners to tax changes. These pamphlets contain tax tips for deductions, employees, leasing, depreciation real estate, etc.

PROFILE

Average Age:	56
Average Income:	\$87,000.00
Average Employee Size:	14

SOURCES

Subscriptions
Direct Mail
Seminar Attendees
Surveys
Space Ads
Investment Questionnaires
Telemarketing
Proprietary Sources
Opt-In Email

MINIMUM ORDER: 5,000 RECORDS

Guaranteed 92% Deliverable
Updated Quarterly
Last Update: 06/2013
Next Update: 09/2013

Delivery: 1 to 3 Business Days
Shipping & Handling: \$25.00 Flat Rate



data owner:



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