

TERM LIFE INSURANCE POLICY OWNERS and RESPONDERS

172A

List Broker Discount 25% - More Information

5,437,908	Total Term Life Insurance Owners	\$85.00/M
484,864	With Phone Numbers (DNC Suppressed)	\$105.00/M
1,490,531	Opt-In Email Addresses	\$125.00/M

Updated

Quarterly

TITLE

Term Life Insurance Policy Owners and Responders

UNIT OF SALE

\$600.00 AVERAGE

DESCRIPTION

In this premium marketing data, the audience is presently exploring term life insurance options. Included are those who have term life insurance and would like to add to it, those who have term life insurance and are not satisfied with their current coverage, or those who are in the market to purchase a term life policy. These qualified insurance shoppers are interested in coverage typically \$100,000 to \$250,000 range. The audience of this mailing list with optional opt-in email addresses is motivated by the economical premiums that are offered with this insurance product forsaking the policy's cash value. 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:	38
Average Income:	\$62,000.00
Average Net Worth:	\$100,000.00

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

SOURCES

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

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