

26 RED BUSINESS OPPORTUNITY / MONEY MAKERS ONLINE

Business Opportunity

FILE DESCRIPTION

These are entrepreneurs and opportunists who have responded to an offer for an internet auction information kit. The buyers have purchased digital media based products, including audio and video tutorials. They also can subscribe to continuing education and information to help their business be successful.

These entrepreneurs utilize cutting edge technology for their businesses and personal lives. They are active direct mail responders specifically geared to small office-home office. These individuals are active software buyers for use in their online businesses.

FILE BREAKDOWN

1,144,956	Total File (12 Months)	\$115.00/M
461,463	Inquirers (12 Months)	\$110.00/M
683,493	Buyers (12 Months)	\$120.00/M
374,220	Buyers (6 Months)	+\$5.00/M
196,020	Buyers (3 Months)	+\$10.00/M
2,461,106	Total File @ Email Address	\$160.00/M*

Minimum Order: Postal 5,000; Email 10,000

PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F
Transmission Fee	\$40.00/M

EMAIL BROADCAST CHARGES

Email Address	\$160.00/M
Splits - First Pair	\$100.00/F
Each Additional Split	\$75.00/F
Suppression File	\$5.00/M or \$250 min
Test - First 2	No Charge
Each Additional Test	\$100.00/F

SELECTIONS AVAILABLE

Age	\$7.00/M
Donors	\$7.00/M
Ethnicity	\$7.00/M
Gender	\$7.00/M
Health & Wellness	\$7.00/M
Hobbies/Interests	\$7.00/M
Home/Mortgage	\$7.00/M
Household	\$7.00/M
Income	\$10.00/M
Investment Type	\$7.00/M
KeyCode	\$2.00/M
Language	\$10.00/M
Lifestyle/Life Change Event	\$7.00/M
Marital Status	\$10.00/M
Occupation	\$7.00/M
Political Affiliation	\$7.00/M
Presence of Children	\$7.00/M
Religious Affiliation	\$10.00/M
Run Charges	\$10.00/M
Telephone Numbers	\$30.00/M
Zip/SCF/State	\$7.00/M

Postal, Telephone, Email

PROFILE

GENDER:

49% Female

40% Male

AVERAGE UNIT OF SALE:

\$50.00/month

SOURCE

Internet Generated

RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

CONTACT

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