

# 26 RED MASTERFILE

## Business Opportunity

### FILE DESCRIPTION

This masterfile consists of entrepreneurs and opportunists who have responded to several internet offers. They have requested success kits for Online Stock Trading, Online Auctions, Real Estate Investing, and Government Grants. The buyers have purchased digital media based products, including CD's, data, audio and video tutorials. The buyers also purchase access and memberships to information based websites regarding their topic of interest.

### FILE BREAKDOWN

2,162,707	Total File (12 Months)	\$115.00/M
899,261	Total File Inquirers (12 Months)	\$115.00/M
1,263,446	Total File Buyers (12 Months)	\$115.00/M
4,648,784	Total File @ Email Address	\$160.00/M*
1,385,397	Business Opportunity/Online Money Makers	+\$10.00/M
668,679	Stock Market Online	+\$10.00/M
650,709	Real Estate Online	+\$10.00/M
1,432,402	Government Grants Online	+\$10.00/M
684,122	Search Engine and Web Marketing	+\$10.00/M
614,207	Federal Funding	

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

### PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F
Email Campaign 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	\$100.00/M
Zip/SCF/State	\$7.00/M

## Postal, Telephone, Email

### PROFILE

GENDER:  
45% Female  
49% 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

For more information, contact:

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**INQUIRE FOR NON-PROFIT PRICING!**

# Updated January 2020

Updated: Quarterly

Names Thru: December 2019

Next Update: April 2020



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