

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

461,463	Total File (12 Months)	\$115.00/M
461,463	Total File Inquirers (12 Months)	\$110.00/M
0	Total File Buyers (12 Months)	\$120.00/M
991,924	Total File @ Email Address	\$160.00/M*
1,144,956	Business Opportunity/Online Money Makers	+\$10.00/M
507,609	Stock Market Online	+\$10.00/M
507,609	Real Estate Online	+\$10.00/M
507,609	Government Grants Online	+\$10.00/M
507,609	Search Engine and Web Marketing	+\$10.00/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:

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:

Natsumi Morioka

Email: NatsumiM@a-names.com

Phone: (801) 235-8061 ext 140

Fax: (801) 764-0613

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4844 N 300 W, Suite 201 Provo, UT 84604

Toll Free 1-800-434-1851

Fax: (801) 764-0613

Email info@a-names.com

www.a-names.com