

# BUSINESS OPPORTUNITY & FINANCIAL PRODUCT BUYERS

(formerly, JETCO TV PRODUCTS BUYER MASTERFILE)

## Business Opportunity

### FILE DESCRIPTION

Business Opportunity & Financial Product Buyers, formerly Jetco TV Products Buyer Masterfile is made up of DRTV sold business opportunity and financial/investment product buyers. These consumers have responded to a DRTV 30 second, 1-minute or 2-minute spot and/or a 30-minute infomercial on one or more of the many major network and cable channels where Jetco products appear. This audience has purchased business opportunity programs to allow them to make money from home or financial/investment information to better educate them on the ins and outs of the stock market.

These credit card buyers are comfortable ordering over the telephone, and eagerly await the deliveries at their doorsteps. Buyers of some of Jetco's products go on to become very loyal continuity consumers, sometimes buying many months' worth of products at a time.

The business opportunity and financial/investing systems and programs that are part of this Masterfile are: Dow Jones Never Lose Trading System, Impact Television Money Machine Business Opportunity, Secrets of Successful Traders Book Buyers and TV Fortune Wealth Programs.

### FILE BREAKDOWN

721,602	Total File	\$115.00/M
45,288	Monthly Buyers	\$120.00/M
58,954	Monthly Telemarketing Buyers	\$300.00/M
18,715	Monthly Financial Buyers	\$120.00/M
22,344	Monthly Business Opportunity Buyers	\$120.00/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
Zip/SCF/State	\$7.00/M

## Postal, Telephone, Email

### PROFILE

GENDER:  
46% Female  
44% Male

### AVERAGE UNIT OF SALE:

\$29.95-\$149.95

### AVERAGE HHI:

\$50,000-\$75,000

### SOURCE

DRTV / Infomercial / TV Sold

### 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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## Updated January 2019

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019



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