

# EXTRA INCOME BUILDERS

## Business Opportunity

### FILE DESCRIPTION

The individuals in this file are seeking streams of extra income. Motivated to improve their futures and provide security for themselves and their families. They have signed up to be matched with business opportunities that fit their unique circumstances.

These income builders have a median age of 52 and a median income of \$55,000 annually. They are mostly homeowners with children at home. These investors utilize cutting-edge technology in their personal lives. They are active direct mail responders and are not afraid to invest in products and services that will help them make great returns on their investments.

### FILE BREAKDOWN

247,775	Total File	\$115.00/M
247,775	Total File @ Email Address	\$160.00/M
82,592	Last 30 Days	\$115.00/M
22,825	Last 30 Days Future Builder Hotline	\$115.00/M
59,767	Last 30 Days Extra Income Hotline	\$115.00/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	\$100.00/M
Zip/SCF/State	\$7.00/M

## Postal, Telephone, Email

### PROFILE

GENDER: 58% Female  
42% Male  
AVG AGE: 52  
AVG HHI: \$55,000

### 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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# Updated January 2019

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019



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