

# FINANCIAL ADVICE RESPONDERS

## Financial, Business Opportunity

### FILE DESCRIPTION

Beginning investors, who want to know where and how to invest their money have signed up for a free trial of a financial publication. These responders want the help of financial planners for their investing and retirement needs.

### FILE BREAKDOWN

|         |                |            |
|---------|----------------|------------|
| 743,191 | Last 12 Months | \$115.00/M |
| 406,905 | Last 6 Months  | \$+5.00/M  |
| 213,141 | Last 3 Months  | \$+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           | \$100.00/M |
| Zip/SCF/State               | \$7.00/M   |

## Postal, Telephone, Email

### PROFILE

GENDER:  
50% Female  
42% Male

### 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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