

## MOVERS & SHAKERS ENTREPRENEURS

### Business Opportunity, Entrepreneurial

#### FILE DESCRIPTION

These entrepreneurs have responded to various money-making opportunities. These opportunities include: online stock trading, real estate ventures, cash flow presentations, small office home office and internet business and financial planning seminars.

These entrepreneurs utilize the cutting edge technology for their business and personal lives. They are active direct mail responders specifically geared to small office-home office.

#### FILE BREAKDOWN

|           |                |            |
|-----------|----------------|------------|
| 1,596,799 | Last 12 Months | \$115.00/M |
| 874,265   | Last 6 Months  | \$+5.00/M  |
| 457,949   | 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  
43% Male

#### SOURCE

Direct Response

#### 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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