

SMALL BUSINESS SEMINAR ATTENDEES

Business Opportunity, Small Business Owners, Seminar Attendees

FILE DESCRIPTION

Target a fresh source of entrepreneurs that are actively pursuing business opportunities. These entrepreneurs have registered for, and/or attended, a 3-hour home based business workshop. These attendees have a sincere desire to work for themselves. They have responded to a direct mail offer inviting them to attend this free seminar. These seminars are held in major cities throughout the United States and allow these individuals a chance to earn extra income by purchasing a complete "How-To" home business package. These opportunity seekers are utilizing the internet for their business ventures. This file should work well for all types of offers, especially those targeting the home office market as well as financial, book and music clubs, magazine subscriptions, general merchandise, travel/vacation, sweepstakes, fundraising, credit cards, computer hardware and software, and self-improvement.

FILE BREAKDOWN

162,194	Last 12 Months	\$115.00/M
88,803	Last 6 Months	\$+5.00/M
46,516	Last 3 Months	\$+10.00/M

Minimum Order: Postal 5,000

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

PROFILE

GENDER:
30% Female
65% Male

AVERAGE UNIT OF SALE:
\$295.00-\$1200.00

SOURCE

Direct Mail

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

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Names Thru: December 2018

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