

# ActionBase Email Masterfile

46,350,283  
3,283,147

TOTAL UNIVERSE / BASE RATE  
Monthly Hotline

\$95.00/M  
+\$10.00/M

## LIST TYPE

Consumer



## Description:

The ActionBase Email Masterfile is a complete and comprehensive source for reaching multi-channel direct response prospects at their email address. This multi-sourced file includes data captured at point of purchase, during online transactions, telemarketing, TV generated sales and through individual niche surveys.

## SELECTS

Age	\$6.00/M
Ethnicity by Type	\$10.00/M
Gender	\$6.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Marital Status	\$5.00/M
Net Worth	\$20.00/M
Presence of Children	\$5.00/M
State, Zip, SCF	\$5.00/M

## ActionBase Email Masterfile Categories: +10.00/M each

Active Military	Donors	Netflix Customers
Ailments & Medications	Educational Opportunity Seekers	Pet Owners
Astrology	Empty Nesters	Religion
Auto/Motorcycle Data	Gambling Online	Republicans/Democrats
Branch of Service	Gun Owners	Seniors
Business Opportunity Seekers	Health & Fitness	Singles
Chain Restaurant Coupon Clippers	High-End Investors	Smokers
College Students	Infomercials	Subscribers
Cosmetic Shoppers Online	Insurance	Sweeps
Dating Online	Investors	Travel
Debt Relief	Mortgages	Veterans
DIY	NASCAR fans	Young Adults

## Source:

Telemarketing, Point of Purchase, TV Generated and Online Transactions

## Additional Notes:

**Payment:** VISA and MasterCard accepted.

**Pre-payment:** Required for NEW clients.

**Cancellation:** Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

Please inquire for additional selects.

## MINIMUM ORDER

Email: 20,000

## DEMOGRAPHICS

45% Female  
55% Male  
Median Age: 51  
Median Household Income: \$45,000

## ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M



### Focus USA

95 North State Route 17, Suite 109  
Paramus, NJ 07652  
Tel: (201) 489-2525  
Fax: (201) 489-4499  
E-mail: [info@focus-usa.com](mailto:info@focus-usa.com)  
Web: [www.focus-usa.com](http://www.focus-usa.com)