

# Buyer Advantage Unlimited

42,496,168 TOTAL UNIVERSE / BASE RATE \$75.00/M  
3,010,145 Monthly Hotline +\$10.00/M  
Emails +\$20.00/M

## LIST TYPE

Consumer



## Description:

Buyer Advantage Unlimited is your total and complete masterfile for multi-channel direct response prospects. This multi-sourced file includes data captured at point of purchase, during online transactions, outbound and inbound telemarketing, TV generated sales and through individual niche surveys. Buyer Advantage Unlimited is overlaid with a host of household and individual demographics, lifestyle data and activities, telephone numbers and emails. Postal addresses, email addresses and DNC scrubbed telephones are available on Buyer Advantage Unlimited.

### Buyer Advantage Unlimited Categories:

Cooking	Infomercial Shoppers
Credit Card Declines	Mobile Phones
Decorating	Music
Donors	Pets
Ethnicity	Religion
Exercise	Self-Improvement
Gambling	Smokers
Gardening	Sports
Get Money Now Seekers	Sweepstakes
Holistic Remedies	Travelers
Hunting/Fishing	Weight Loss Buyers

## SELECTS

Age	\$6.00/M
Catalog Shoppers	\$10.00/M
Gender	\$6.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Lifestyle Category	\$10.00/M
Marital Status	\$5.00/M
Multi-Buyers	\$10.00/M
Presence of Children	\$5.00/M
Product Protection & Warranty Buyers	\$10.00/M
State, Zip, SCF	\$5.00/M

## Source:

Multi-Sourced

Please inquire for additional selects.

## 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.



### 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  
Web: www.focus-usa.com

## MINIMUM ORDER

Postal: 10,000  
Email: 20,000

## DEMOGRAPHICS

65% Female  
35% Male  
Median Age: 45  
Median Household Income: \$75,000

## ADDRESSING

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