

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.

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



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