

Buyer Advantage Players Club Sweeps

1,248,110
326,874

TOTAL UNIVERSE / BASE RATE \$90.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



Description:

People on the Buyer Advantage Players Club Sweeps file are hardcore sweepstakes and contest entrants. They have high hopes of hitting the jackpot for cash and prizes and consistently spend on lottery tickets, online betting and at casinos; it's a way of life for them. Reach these impulse shoppers at their postal and email address with highly promotional offers, low-end offers, sweeps, astrology, self-improvement, insurance, credit cards, subscriptions, catalogs and more.

SELECTS

Age	\$6.00/M
Ethnicity by Type	\$10.00/M
Gender	\$6.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Lifestyle Category	\$10.00/M
State, Zip, SCF	\$5.00/M

Source:

Primarily Sweepstakes and Co-Registration Websites as well as Online Betting

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

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

45% Female
55% Male
Median Age: 44
Median Household Income: \$34,000

ADDRESSING

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



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