

FocusOn Auto

125,365,184
7,772,641

TOTAL UNIVERSE / BASE RATE
Monthly Hotline
Emails

\$85.00/M
+\$10.00/M
+\$20.00/M

LIST TYPE

Consumer



SELECTS

Description:

With **FocusOn Auto** you can reach auto owners and/or auto leasees with lease expiration date. Our comprehensive auto database with over 125 million postal addresses has 100% matching emails. Selects include Make/Model/Year, In Market to Buy, Leasee/Lease Expiration Date and Loyalty Buyers. Motorcycle and ATV owners are also available to select.

FocusOn Auto is derived from multiple sources including Dealerships, Service Centers, After Market Services and Warranty Registration and is updated monthly through NCOA, ECOA, and our internal hygiene process.

Source:

Dealerships, Service Centers, Warranty Registration, After Market Services

Age	\$6.00/M
ATV Owner	\$6.00/M
Auto Class	\$7.00/M
Body Type	\$7.00/M
CSI (Credit Score Index)	\$15.00/M
Current Leasee/Owner	\$10.00/M
In Market to Lease/Buy	\$10.00/M
Loyalty Buyers	\$10.00/M
Gender	\$6.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Lease Expiration Date	\$10.00/M
Make/Model/Year	\$10.00/M
Motorcycle Owners	\$7.50/M
Presence of Children	\$5.00/M
State, Zip, SCF	\$5.00/M

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.

DEMOGRAPHICS

44% Female
56% Male
Median Age: 42
Median Household Income: \$46,000

MINIMUM ORDER

Postal: 10,000
Email: 20,000

ADDRESSING

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



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