

# In It To Win It Sweeps

3,909,680 TOTAL UNIVERSE / BASE RATE \$85.00/M  
 387,170 Monthly Hotline +\$10.00/M  
 Emails +\$20.00/M

## LIST TYPE

Consumer



postal

email

## Description:

The opportunity seekers on the In It To Win It file have registered on one of the top sweepstakes sites in the U.S. hoping to get lucky and get rich quick. These sweepstakes entrants are also impulse shoppers who have used their credit cards to shop online, retail and via catalogs. Many have also responded to various offers for other contests and money making opportunities, subscriptions, credit cards and more. Reach these sweeps players at their postal and email address as well as by phone.

## Source:

100% Direct Response

## 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.

## SELECTS

Age \$6.00/M  
 Catalog Shoppers \$10.00/M  
 Contests \$10.00/M  
 Credit Cards \$10.00/M  
 Ethnicity by Type \$10.00/M  
 Gender \$6.00/M  
 Income \$6.00/M  
 Magazines Subscribers \$7.50/M  
 Online Shoppers \$10.00/M  
 Recency \$10.00/M  
 Retail Shoppers \$10.00/M  
 State, Zip, SCF \$5.00/M

Please inquire for additional selects.

## MINIMUM ORDER

Postal: 10,000  
 Email: 20,000

## DEMOGRAPHICS

50% Female  
 50% Male  
 Median Age: 41  
 Median Household Income: \$34,000

## ADDRESSING

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



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