

e-Centive Responders

8,204,784
631,137

TOTAL UNIVERSE / BASE RATE \$85.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



postal

email

Description:

e-Centive Responders are extremely active Internet incentive seekers who have responded to an email, radio or TV campaign offering them a chance to win free merchandise. In return, these consumers freely share their shopping habits and preferences as well as personal info such as if they suffer from specific health conditions and if they are in debt. Leads are generated daily making this an excellent opportunity to reach these responsive prospects in real time. e-Centive Responders is a must test for other incentive offers, self-improvement & money making opportunities, credit cards, debt consolidation and payday loans as well as sweepstakes, insurance, catalog, retail and online shopping and so much more.

Categories with Monthly Hotlines:

Cash For Your Gold - 101,076	Gardening - 587,200
Continuing Education - 789,540	Home Improvement - 233,563
Cooking - 391,646	Horoscope - 49,353
Credit: Excellent - 405,360	Magazines - 293,871
Credit: Good - 448,773	No Health Insurance - 218,533
Credit: Fair - 464,882	Overweight - 348,713
Credit: Poor - 360,222	Pet Owners - 388,803
Credit Card Debt: \$20k+ - 258,247	Singles - 757,536
Tax Debt: \$10k+ - 415,368	Smokers - 510,350
Diabetics - 243,572	Travel - 487,169
Expecting a Baby - 41,439	Unemployed - 141,687

SELECTS

Age	\$6.00/M
Continuing Education	\$7.50/M
Credit Range	\$15.00/M
- Poor to Excellent	
Debt by Range	\$10.00/M
Health Issues by Condition	\$30.00/M
Homeowner/Renter	\$5.00/M
Income	\$6.00/M
No Health Insurance	\$10.00/M
Presence of Children	\$5.00/M
Smokers	\$7.50/M
State, Zip, SCF	\$5.00/M
Unemployed	\$10.00/M

Source:

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.



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Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

60% Female
40% Male
Median Age: 39
Median Household Income: \$45,000

ADDRESSING

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