

## Email with matching postal list

**United States - Over 82,000,000 opt-in email records**  
**United States - Over 12,000,000 records with matching postal**

### eMail Marketing Made Easy

Direct Web Advertising (DWA) eMail List is a database of e-mail addresses from consumers who conduct Internet transactions and want to receive commercial e-mail. With this specialized list, you gain the competitive advantage because DWA has name and physical address, as well as e-mail address, enhanced with demographic and lifestyle information. You increase revenue by creating a quickly adaptable marketing campaign targeted to prospects that look like your best customers. This file is updated daily.

#### List Rental Inventory and Base Prices

Base Rate	\$20/M
Hotlines	Newest records on the base
7 Day	\$100/M
14 Day	\$75/M
30 Day	\$60/M
Two-time use	1.5x initial base rate

\*Volume discounts may apply based on annual rental volume.

#### Creative and Processing

Base rate includes campaign setup (up to 6 cells), testing, deployment and campaign reporting.

#### Terms and Conditions

- NO eMAIL DATA IS RETURNED
- Minimum Order: 10,000 records or \$1,500 order
- Delivery: 1-3 Business Days from Customer Approval
- Payment Terms: Pre-Payment
- Sample mail piece and/or message copy required.

### Selects

<b>Geographic:</b>	
State or SCF	Free
Address type	\$1.50/M
City and State	\$2.50/M
ZIP Code	\$2.50/M Sport

### Demographic Examples - \*More than 100 available

Age (2 year increments)	\$7/M
Income	\$5/M
Homeowner	\$10/M
Gender	\$2.50/M
Marital Status	\$2.50/M
Presence of Children	\$3.00/M
Children's age range	\$7.50/M
Length of residence	\$2.50/M

### Cluster **\$50/M**

### Lifestyle Examples - \*More than 100 available

Online gaming	\$10/M
Books and magazines	\$10/M
Health and fitness	\$10/M
Personal computers	\$10/M
Travel	\$10/M
Sweepstakes	\$10/M
Business and entrepreneurship	\$10/M
Electronics	\$10/M
Investing and Finance	\$10/M
ISP membership	\$10/M

\*For complete selection of demographic and lifestyle interest selects, contact your DWA Consultant.

### Credit Card Used

Bank	14,421,100
Gas, Dept, Store, Etc	5,509,400
Gold/Platinum/Titanium	1,413,550
Travel & Entertainment	3,028,600
Do Not Use Credit Cards	3,562,750

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### >continued

#### Investor

Mutual Funds  
1,952,150  
Real Estate  
2,725,250  
Stocks/Bonds  
5,311,800

#### Home

Own  
17,691,250  
Rent  
4,457,200  
Live In School Dorm  
8,500  
Live With Parents  
89,150  
Spanish Spoken In Home  
699,500

#### Education

Completed Graduate School  
2,713,850  
Completed College  
4,993,550  
Completed High School  
8,755,750  
Some Graduate School  
65,350  
Some College  
725,050  
Some High School or Less  
90,000  
Vocational/Technical School  
885,800

#### Occupation

Clerical  
2,893,900  
Tradesman/Blue-Collar  
3,569,600  
Federal Employee  
587,650  
Home Office Worker  
2,024,150  
Homemaker (Full-Time)  
3,984,000  
Middle Management  
2,040,200  
Military Personnel  
322,700  
Military Veteran  
332,850  
Professional/Technical  
7,983,000  
Retired  
5,800,900

#### Sales/Marketing

1,723,850  
Self-Employed  
2,843,450  
Student  
1,011,350  
Upper Management/Admin.  
1,784,650  
Working Woman  
8,698,250

#### Cooking/Dining

Gourmet Cooking  
3,117,600  
Home Cooking  
493,950  
Pleasure Cooking  
342,600  
Wines  
2,485,100

#### Gardening

Flower Gardening  
4,965,350  
Houseplants  
1,664,900  
Outdoor Gardening  
545,100  
Vegetable Gardening  
3,557,150

#### Contributors

Charities/Volunteer Activities  
89,800  
Community/Civic Activities  
733,550  
Registered Voters  
28,492,275  
Current Affairs/Politics  
692,400  
Democratic Contributor  
52,750  
Donate To Charitable Causes  
6,315,250  
Environmental Issues  
59,100  
Our Nation's Heritage  
890,500  
Republican Contributor  
52,150  
Support Health Charities  
276,750  
Wildlife/Environmental Issues  
2,623,950

#### Collectibles

Art/Antique Collecting  
2,037,100  
Collectibles (All Types)  
3,479,700  
Stamp/Coin Collecting  
1,650,150

#### Outdoor Sports & Recreation

Bicycling  
2,932,800  
Bird Watching  
185,700  
Boating/Sailing  
363,150  
Bowling  
98,500  
Camping/Hiking  
4,329,650  
Fishing  
4,842,250  
Golf  
3,518,800  
Horseback Riding  
868,450  
Hunting/Shooting  
3,114,650  
Motorcycling  
544,550  
NASCAR Enthusiast  
479,900  
Running/Jogging  
1,919,700  
Sailing  
394,500  
Scuba Diving  
122,350  
Snowboarding  
72,750  
Snow Skiing  
1,122,150  
Soccer  
723,150  
Tennis  
1,036,150

#### Pets

Household Pets (non-specific)  
792,950  
Own A Cat  
4,134,200  
Own A Dog  
5,683,400

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### >continued

#### Healthy Choices

Dieting/Weight Control  
3,680,700  
Healthy/Low-Fat Cooking  
798,450  
Health/Natural Foods  
3,503,950  
Physical Fitness/Exercise  
6,120,850  
Self-Improvement  
3,002,350  
Vegetarian  
59,300  
Walking For Health  
4,357,150

#### Music Preferences

Alternative Music  
15,450  
Classical  
533,700  
Contemporary Christian  
247,650  
Country  
972,600  
Easy Listening/Light Sounds  
900,550  
Gospel  
388,800  
Jazz  
374,700  
Latin  
5,550  
Metal  
7,250  
Pop/Dance  
45,100  
R&B  
393,050  
Rap  
101,250  
Rock (hard & soft)  
812,150  
Own A CD Player  
9,789,900

#### Other Lifestyle Interests & Activities

Automotive Work  
2,157,550  
Avid Book Reading  
6,870,220  
Bible/Devotional Reading  
3,885,950  
Buy Pre-Recorded Videos  
2,483,900  
Cable TV Viewing  
3,260,900  
Casino Gambling  
3,447,250  
Contests/Sweepstakes  
2,679,250  
Cosmetics  
82,400  
Cruise Ship Vacations  
2,270,550  
Cultural/Arts Events  
2,790,150  
Electronics  
1,946,000  
Fashion Clothing  
2,760,950  
Foreign Travel  
3,024,150  
Frequent Flyer  
3,164,550  
Grandchildren  
4,413,900  
Home Furnishings/Decorating  
2,295,250  
Home Study Courses  
28,600  
Home Videogames  
1,189,600  
Home Video Recording  
2,571,100  
Home Workshop  
4,963,600  
House Improvement Projects  
872,500  
Jewelry  
137,350  
Military Veteran In Household  
1,109,100  
Moneymaking Opportunities  
2,179,750  
Own Vacation Home/Property  
310,450  
Photography  
2,946,250

Recreation Vehicles (RVs)  
1,748,200  
Science Fiction  
1,021,050  
Science/New Technology  
1,385,500  
Stereo/Records/Tapes/CDs  
7,415,550  
Travel For Business  
452,500  
Travel For Pleasure/Vacation  
867,300  
Travel In USA  
6,219,600  
Veteran's Benefits Programs  
202,900

\*Specialty Niche lists also Available - please inquire with your DWA account rep.  
\*\*Counts may change due to records being added and removed on a daily basis.

\*Please call for pricing.

Maintenance: Monthly  
Minimum Order: 10,000 records or \$1,000.

Full Payment is Required before Final Broadcast  
(First 30 Business Days).