

Wall Street Online

Opt in E-Mail + Postal Addresses

229,575	Opt-in E-mail Addresses	\$150/M
	Transmission Fee	\$75/M
114,544	Mailing Addresses Only	\$105/M
33,024	Quarterly Hotline	\$110/M
	Fundraising Rate	\$95/M

An opt-in e-mail list targeting Wall Street's high income \high net worth investors.

PROFILE:

Reach 100% qualified opt-in verified email addresses of high net worth, technically savvy investors who trade online and execute an average of at least 5 trades per month. These affluent online investors have responded to one of several investment oriented web sites that allows the user to "opt-in" to receive 3rd party offers on investment related information and products, online trading systems, real time quotes & stock reports, charting software and investment oriented publications.

These (opt-in e-mail) internet users have an above average income of \$100K+ and are between the ages of 35-59.

All of these upscale investors are connected to the internet and use the Web for researching investment news as well as trading online. They like the convenience of using the internet and feel secure making credit card purchases online. Many are professionals as well as heavy users of the World Wide Web. All of these affluent investors/internet users have proven to be highly responsive and have a great deal of purchasing power.

RECOMMENDED USAGE:

These 100% opt-in verified, 3rd party requesters are excellent targets for:

Investment offers, Newsletter offers, Computer software, Financial publications, Credit card offers, Travel and leisure, Online services.

SOURCE:

100% from our exclusive alliance partners Investment Oriented Websites, 100% permission based to receive 3rd Party offers, 100% Double Opt-In (a follow up e-mail was sent for verification)

This file has been run against:
The DMA's E-Mail Preference Service

UPDATE

MARCH 2008

Names thru
FEB 2008

MATERIALS:

DISKETTE: \$15.00

CD-ROM: \$15.00

E-MAIL: \$15.00

MINIMUM TEST

10,000

SELECTS:

State \$ 5.00/M

Keying \$ 2.00/M

Run Charges \$10.00/M

Phones \$10.00/M

List Information

Contact:

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NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER

MINIMUM ORDER: 10,000 2 SMP REQUIRED. 20% COMMISSION TO RECOGNIZED BROKERS. ORDERS CANCELLED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.

ALL CANCELLED ORDERS LESS THAN 5 BUSINESS DAYS PRIOR TO THE SCHEDULED BROADCAST DATE REQUIRES PAYMENT IN FULL.

CARD# WSO1



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