



Cyber Multi Channel Email & Postal Address File

6,300,000 30 Day Hotline
100% Opt-In/CAN SPAM Compliant
42,000,000 Total File

Inquire for Pricing

Description:

Cyber Multi Channel E-mail Hotline identifies 100% opt-in consumers who have completed on-line registrations in order to receive information about products and services that are of interest.

Each record has a full name, e-mail address and postal address. Phone numbers are available on 75% of all records. A wealth of self-reported demographics, interests, future purchase data and appended demographics are available on this file.

These 100% opt-in consumers are generated on promotional and proprietary websites and have agreed to receive marketing messages via email.

Additionally, the entire database is available for e-mail appending, pre-mail notification and permission pass for postal campaigns.

Selections:

Age
Income
Gender
Homeowner
Dwelling Type
Ethnicity / Religion
Marital Status
Interests/Intend to Purchase Data
Book-Ending (Pre/Post Mail Notification)
Permission Pass
E-Mail Appending

Please see Pages 2 & 3 for complete demographic selects as well as major interest/future purchase categories.

AVRICK DIRECT, INC.

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LIST TYPE

30 Day Hotline

UNIVERSE

6 Month Hotline

GEOGRAPHY

United States

SOURCE

100% Opt-In Email; Generated from special offers on proprietary sites & from promotional sites.

GENDER PROFILE

40% Males / 60% Females

MINIMUM ORDER

10,000 minimum order

DELIVERY INCLUDES

Text Message
HTML Message
Transmission Reporting
Campaign Tracking

ORDERS OR COUNTS FOR THIS QUALITY LIST:

Orders: orders@avrick.com
Counts: counts@avrick.com
Phone: (805) 683-6551
Fax: (805) 683-6553

CONTACT INFORMATION

Laurence J. Shoobs
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Cyber Multi Channel E-mail Hotline
Self Reported Interests / Future Purchase Data

Name	6,300,000	Age UNK	1,142,190
Phone	4,725,000	Age 21 - 24	146,010
Postal Address	6,300,000	Age 25 - 29	283,650
Zip + 4	5,801,040	Age 30 - 34	488,250
E-Mail Address	6,300,000	Age 35 - 39	984,870
		Age 40 - 44	1,546,490
Male	2,365,650	Age 45 - 49	1,580,070
Female	3,000,000	Age 50 - 45	1,032,300
Single	216,720	Age 55 - 59	667,740
Married	781,830	Age 60 - 64	404,550
Presence of Children	587,790	Age 65 - 69	251,100
		Age 70+	226,920
Homeowner	1,519,560		
SFDU	5,327,280	Donor Activity	383,160
MFDU	806,400		
		MOB	1,348,500
Bank-Card	1,200,000	MOB - Apparel	274,350
Retail-Card	431,000	MOB - Books/Music	352,470
		MOB - Magazines	614,730
African American	513,450	MOB - Outdoor/Garden	220,410
Chinese	46,620	MOB - PC	512,430
Japanese	11,970	MOB - Pet	322,710
Jewish	217,350		
Latino	645,750	Home Value	Inquire
Spanish Speaking	113,400		
Vietnamese	15,120		
Catholic	675,360		
HHI < \$14K	120,960		
HHI \$15 - \$24K	154,980		
HHI \$25 - \$34K	1,026,900		
HHI \$35 - \$49K	1,748,250		
HHI \$50 - \$74K	996,030		
HHI \$75 - \$99k	292,320		
HHI \$100K+	126,630		



Cyber Multi Channel E-mail Hotline
Self Reported & Appended Demographic Selects

- Automotive: Automobile Purchase
 - Automotive: Automobile Warranty
 - Business: Business Opportunity / Home Business
 - Consumer Premiums: Gift Cards / Rewards
 - Education: College Scholarships / Grants
 - Education: Home Study & Career Development
 - Financial: Cash Advance
 - Financial: Secured Credit Card Offers
 - Financial: Traditional Credit Card Offers
 - Financial: Debt Relief
 - Gaming: Off-line and On-Line
 - Hispanic / Spanish Speaking
 - Insurance: Health Insurance
 - Insurance: Life Insurance
 - Lifestyle: Cooking
 - Lifestyle: Gardening
 - Lifestyle: Outdoors / Fishing
 - Lifestyle: Outdoors / Hunting
 - Membership / Subscriptions: MUSIC
 - Membership / Subscription: BOOKS
 - Membership / Subscriptions: MOVIES & DVDS
 - Membership / Subscription: MAGAZINES
 - Membership / Subscriptions: NEWSLETTERS, INCL. ONLINE
 - Political Party Affiliation: Democrat vs. Republican
 - Survey Participation
 - Sweepstakes: Sweepstakes & Contests
 - Telecommunications: ISP, Phone/Cellular Service, Voice Mail
 - Travel: Vacation Offers
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- Other categories are available. Please inquire.