

FIRST RESPONSE DATA - Active New Consumers

January 2012

SEGMENTS

124,593	2 Week HL, New to File Consumers	\$90.00/M
298,357	Monthly Hotline, New to File Consumers	\$80.00/M

DESCRIPTION

Every 2 weeks, SBMP analyzes data from our active partners, incorporating over 300 data points. *First Response Data* identifies behavioral trends among today's active consumers, identifying newly active consumers who have not appeared on the file within the last 12 months.

By nature, these consumers are experiencing some transition in their lives or a boost in their buying behaviors & activity. They are great prospects for new products and services to accommodate a new lifestyle. This file offers hundreds of thousands of **UNIQUE** consumers, before they reach the mainstream list marketplace.

The ability to select income, age and other transitional data points make this an ideal source of NEW TO FILE consumers & great prospects for financial services including credit offers, insurance programs, membership clubs, general merchandise, subscriptions, and more.

We believe information provided herewith to be correct but we cannot guarantee the accuracy or results of the marketing campaign.

Contact:
Terry Hudock
Phone 203.698.0708
Fax: 203.698.0712
Email: thudock@soundbeachmarketing.com

Debbie Tether
Phone: 203.270.8995
Fax: 203.270.0577
Email: debttether@soundbeachmarketing.com

SELECTS

Age	\$10.00/M
Income	\$10.00/M
Source	\$10.00/M
Gender/Sex	\$7.50/M
State	\$7.50/M
SCF	\$7.50/M
Zip	\$7.50/M

MINIMUM ORDER

Quantity: **10,000**

REUSE

Please inquire

CANCELLATION

Charges: **\$50.00 /F**

KEY CODING

Please inquire

ADDRESSING

EMAIL/FTP	\$50.00/F
MAG TAPE	\$50.00/F
RUN CHARGE	\$7.50/M
ZIP TAPE	\$35.00/F



2 Rocky Point Road - Old Greenwich, CT 06870
 Phone: 203.698.0708 Fax: 203.698.0712
 thudock@soundbeachmarketing.com