

Master Rate Card for Opt-in Email Services

TOTAL E-MAIL ADDRESSES: 45,734,186

SUBSCRIBERS INTERESTS		DEMOGRAPHICS			
BOOKS & LITERATURE & ARTS	8,943,000	GENDER	RATE	PERSONAL INCOME	RATE
BUSINESS - LARGE	5,221,000	MALE	56%	\$0 - \$39,999	36%
BUSINESS - SOHO & BIZ OPPS.	4,912,000	FEMALE	44%	\$40,000 - \$49,999	28%
COMPUTERS	12,274,000			\$50,000 - \$59,999	19%
CONSUMER ELECTRONICS	7,321,000	AGE		\$60,000 AND UP	17%
EDUCATION	5,430,000	18-24	31%		
EMPLOYMENT	2,400,000	25-34	34%	HOUSEHOLD INCOME	
ENTERTAINMENT	15,422,000	35-49	22%	\$40,000 - \$49,999	22%
FASHION & STYLE	3,015,000	50 AND UP	22%	\$50,000 - \$59,999	37%
FINANCIAL / INVESTMENTS	5,347,000			\$60,000 - \$74,999	17%
FOOD & WINE	6,034,000	MARITAL ST.		\$75,000 - \$99,999	21%
HEALTH & FITNESS	9,478,000	SINGLE	13%	\$100,000 - AND UP	13%
HOBBIES & GAMES	5,291,000	MARRIED	47%		
HOME & GARDEN	3,240,000	OTHER	12%	HOME OWNERSHIP	
LOTTERIES & GAMBLING	6,126,000			OWN HOME	64%
MUSIC	13,313,000	EDUCATION		MEDIAN HOME VALUE	\$161K
PARENTING	5,475,000	HIGH SCHOOL	93%		
PETS	4,492,000	COLLEGE	87%		
SPORTS	9,822,000	UNIVERSITY	68%		
TRAVEL	14,320,000				
INTERNET TECHNOLOGIES (IT)	7,478,000				

B2C CAMPAIGNS		SERVICES		ADDITIONAL	
QUANTITY	UNIT COST	HTML HOSTING	\$250.00	TARGETS	CPM
10,000-24,999	\$0.07	HTML DESIGN	350.00 & UP	SUB CATEGORIES	\$10.00
25,000-49,999	\$0.065	A & B SPLIT	\$150.00	GENDER	\$10.00
50,000-99,999	\$0.06	DATABASE MGMT	CALL	STATE	\$10.00
100,000-249,999	\$0.055	eSURVEYS	CALL	AGE	\$10.00
250,000 AND UP	\$0.05	EMAIL APPENDING	\$0.40	ZIP/ SFC CODES	\$10.00
		FLASH DESIGN	\$550.00 & UP	CITY	\$10.00
				PERSONALIZED EMAIL	\$10.00
INCLUDED AT NO EXTRA CHARGE		Email Strategy Programs		We can handle just about any B2B request that you might have. Ask your Account Executive for more information.	
CONSULTATION		Result Plus			
TARGETED E-MAIL SELECTION		Monthly Drops Plan			
DELIVERY & SET-UP		10% Guarantee Program			
REAL-TIME ONLINE TRACKING		*Ask your Account Executive for more information.			

OUR COMMITMENT:

Every email recipient has registered on one of our sites, or with one of our affiliates sites that we either manage and/or work with. Every person has requested to receive information on specific topics of interest. We always disclose our company name and contact information on every email sent in accordance with accepted privacy and anti-spam policies. Campaign delivery is 100% guaranteed.