



# REDI-CONSUMER<sup>SM</sup> EMAIL LISTS

## OVER 60 MILLION CONSUMERS WITH PERMISSIONED-BASED EMAILS PLUS POSTAL AND PHONE APPEND AVAILABLE

Email marketing is by far one of the most cost-effective media available, generating an average ROI of over \$40 per dollar spent, according to the Direct Marketing Association (DMA).

Redi-Data's Redi-Consumer Email List is the largest and most detailed of its kind. Break through to your target audience with permissioned CAN-SPAM compliant email addresses. Our database is 100% multi-channel, with each record containing email, postal, and demographic data, as well as phone numbers where available and requested.

Pinpoint your best prospects by hundreds of demographic variables including ethnicity, religion, language, donors, political contributors by party, buying habits and more.

### FEATURES:

- Permission based
- Emails broadcast through Redi-Data (please inquire for details)
- Rush service available (see reverse side for details)
- Detailed tracking and reporting included
- Modeled scores that customers can use to target by likelihood to respond, wealth and income, credit risk, economic conditions, loyalty and attrition

### CONSUMER OPT-IN EMAIL ADDRESS PRICING:

- Base: \$55/M
- Epostal: \$115/M
- Deployment: \$10/M
- \$750 minimum basic package, including deployment
- \$1,000 minimum advanced package, including deployment

	Basic	Advanced
Segmentation	Up to 3	Up to 5
Image Hosting – Segments	Up to 3	Up to 5
Opt-Out Link Hosting	Included	Included
Personalization	Included	Included
Creative Changes	1x	2x
Re-Testing of Seed Deployment (Customer Request)	1x	2x

### EMAIL APPEND PRICING:\*

	Individual	Household
0-100,000	\$115/M	\$100/M
100,001-500,000	\$104/M	\$90/M
500,001-1,000,000	\$92/M	\$80/M
1,000,001-2,500,000	\$81/M	\$70/M
2,500,001+	\$69/M	\$60/M

\*Minimums apply; fee per thousand matched. Contact your representative for available selects and pricing

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## ADDITIONAL FEES

**Multiple Email Creative:** Maximum of two email creatives per select. For example, if you are mailing text and HTML with two splits, you will need to provide us with two text copies and two HTML copies. Any additional email creatives for email delivery will be charged at \$175 each.

**Testing/Ad Copy Changes:** Additional copy changes prior to HTML programming are \$75 per first change and \$175 per change after. If tested, and you decide to provide new email creative, you will be charged a set up fee of \$175.

**Data Re-run Charges:** Pricing is quoted based on your signed Insertion Order. If you decide to place your order on hold for five or more days after the originally requested drop date, you will be charged Data Re-run charges at \$200 per data file.

**Hosting of Email Creative Images:** \$350 fixed fee per email creative hosted. Landing page hosting available at \$750 per.

**Clickthrough Tracking:** We will track all links in message at no charge. Any special programming, such as tracking partial links or tracking by link, will incur a fee of \$12/M on selected quantity.

**Reporting:** We provide eight day (i.e., number of days after email campaign launches) click tracking at no charge. If additional click track reporting is required, we are happy to provide informal reporting upon request or Client may request daily tracking for an additional \$75 per report. Custom reports available, ask your Redi-Data representative for more details.

**Rush Fee:** If you need your email campaign turned around in less than our standard of two (2) business days from receipt of final email creative, 24-hour rush fees in the amount of \$750 may apply.

**Cancellation Fee:** If you cancel your campaign after work begins, you will be charged \$400.

**Personalization:** Personalization with First and Last name is included. Personalization PEN codes, URLs, etc., will incur fee of \$12/M on selected quantity. Subject Line Personalization is \$12/M on selected quantity.

**Suppression:** Client file suppressed from campaign, \$200 minimum.

**Matchback Processing, Merge/Purge and other Data Processing Specialty Services:** Services are charged at \$5 on input quantity with a minimum of \$125.

**Net/Net Orders:** Used names charged at agreed CPM. \$8/M on all unused data.

**Domain Filtering:** If you would like to select or omit specific domains in our database, you will be charged a select fee of \$15/M on the selected quantity.

**Email Creative Fees:** \$750 per HTML designed email.

**Opt-Out Link:** Quote available upon request.