



**OVER 143 MILLION CONSUMERS WITH PERMISSIONED-BASED EMAILS PLUS POSTAL AND PHONE VALIDATION AVAILABLE**

**DESCRIPTION**

With over 143 million consumers, the Redi-Consumer Email List is the largest and most detailed of its kind. The Redi-Consumer Database is 100% multi-channel, with each record containing email, postal and demographic data, including ethnicity, religion, language, buying habits and more. Break through to your target audience with permissioned CAN-SPAM compliant email addresses to generate the leads you need.

**FEATURES**

- Over 143 million permissioned email addresses
- Phone and cell lists available
- Over 400 selects
- Emails broadcast through Redi-Data or can be licensed
- Detailed tracking and reporting included

**PRICING TIERS PER ORDER:**

**(50% off resend of same data with full prepayment)**

0 - 499,999 emails	\$65 per thousand
500,000 - 1,499,999 emails	\$50 per thousand
1,500,000+ emails	\$30 per thousand
<b>Minimum Order</b>	<b>\$1,000*</b>

**EMAIL APPEND PRICING (INCLUDES PERMISSION PASS):\***

0-100,000
100,001-500,000
500,001-1,000,000
1,000,001-2,500,000
2,500,001+
<b>Minimum Order</b>

**SELECTIONS**

**BASIC SELECTIONS:**

- Household income
- Marital status
- Occupation
- Ethnicity
- Hobbies & Interests
- Gender
- Age
- Geography

**GEOGRAPHIC SELECTIONS:**

- State
- County
- SCF (1st 3 ZIP Digits)
- ZIP Code

**ADDITIONAL SERVICES:**

Creative Splits	One Included
Image Hosting - Creative Splits	\$150 per additional
Non-authorized Link Hosting	Included
Personalization	Recipient Name Included
Creative Changes	One Included
Re-testing of Seed Deployment (Customer Request)	Two Included
Client Suppression	Included

**INDIVIDUAL**

\$115/M
\$104/M
\$92/M
\$81/M
\$69/M

**HOUSEHOLD**

\$100/M
\$90/M
\$80/M
\$70/M
\$60/M

**\$1,000\***

\*Minimum applies for one time purchase for all lists and services, and cannot be spread over multiple purchases. Please contact your representative for available selects and pricing.

# REDI-CONSUMER EMAIL LISTS

## PRICING TIERS PER ORDER:

Email Design and Programming	Please Call for a Custom Quote
Landing Page Hosting	\$350
Custom Reports	\$350
24 Hour Rush Fee	\$750
Additional Re-test (Customer Request)	\$50
Creative Splits	\$150 each

**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.

**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.

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

[View and run counts on our free online count system at ama.redicounts.com](http://ama.redicounts.com)

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