

iWon Email Data Card

List	# of Addresses	CPM
Total available email addresses	5,061,227	\$40
30 day new user hotline	187,072	Additional \$10
Demographics		
State	4,920,992	Additional \$5
Zip Code	4,999,872	Additional \$5
Area Code	3,874,601	Additional \$5
Age	5,019,374	Additional \$10
Male	2,203,021	Additional \$10
Female	2,868,331	Additional \$10
HHI	1,847,029	Additional \$10
Incidence of Children	333,701	Additional \$10
Incidence of Grandchildren	161,885	Additional \$10
Marital Status	371,448	Additional \$5
Employment Status	662,752	Additional \$5
Home Ownership	405,043	Additional \$10
Automobile Ownership/Lease	618,080	Additional \$10
Online Behavior (Observed)		
Autos	27,676	Additional \$10
Careers	88,316	Additional \$10
Casino	138,722	Additional \$10
Computers & Tech	115,013	Additional \$10
Entertainment	400,430	Additional \$10
Fashion & Beauty	41,813	Additional \$10
Food & Drink	40,358	Additional \$10
Games	323,509	Additional \$10
Health	115,106	Additional \$10
Home & Garden	24,825	Additional \$10
Money	145,619	Additional \$10
Movies	113,515	Additional \$10
News	210,274	Additional \$10
Parenting	17,632	Additional \$10
Real Estate	72,082	Additional \$10
Shopping	129,503	Additional \$10
Travel	86,312	Additional \$10
Affinities (Self Reported)		
Adventure & Outdoors	629,693	Additional \$10
Automobiles	527,170	Additional \$10
Computers & Technology	687,480	Additional \$10
Cooking	796,155	Additional \$10
Entertainment & Celebrities	647,966	Additional \$10
Gamers	266,920	Additional \$10
Health	626,690	Additional \$10
Home & Garden	628,103	Additional \$10
Movies	1,044,498	Additional \$10
Music	1,065,149	Additional \$10
Parenting & Children	471,463	Additional \$10
Personal Finance	422,280	Additional \$10
Shopping	653,605	Additional \$10
Sports	154,310	Additional \$10
Travel	709,342	Additional \$10
Online Purchases (Self-Reported)		
Past 6 months	489,904	Additional \$10
Airline	34,000	Additional \$10
Books	41,789	Additional \$10
Clothing	32,546	Additional \$10
Computer Hardware/Software	35,288	Additional \$10
Electronics	23,205	Additional \$10
Flowers	14,815	Additional \$10
Food/Groceries/Gift Baskets	9,476	Additional \$10
Hotel/Car Rental	23,163	Additional \$10
Jewelry	9,147	Additional \$10
Magazines	12,125	Additional \$10
Music	31,963	Additional \$10
Stocks/Bonds/Mutual Funds	10,657	Additional \$10
Toys/Games	31,778	Additional \$10
Other	26,499	Additional \$10
Credit Card Transactors*	489,922	Additional \$10

A registration based loyalty portal, iWon takes the guesswork out of database marketing. With 91% of site visitors registered, iWon has the highest registration rate among portals (MindTrack, June 2002). Leverage the accuracy of the iWon database with Email List Rental to pinpoint target consumers by demographics, geography, and even affinities. With extensive selects and merge-purge capabilities, iWon Email List Rental offers marketers concentrated customer acquisition.

Minimum Order Requirement
1- \$2,000 minimum buy; \$1,000 minimum per segment.

2- Base rate includes delivery fee.

- Additional Selects
- iWon Loyalists
 - Additional Affinities
 - Consumer Profiles
 - Occupation
 - ...and more!

- Material and Processing Options
- Copy changes:\$100/change
 - Email deliveryno charge
 - Image Hosting\$50/file
 - Additional charge for merge-purge and deduping.