

# AMERICAN OPPORTUNISTS

<b>Total Universe:</b>	<b>3,279,208</b>	<b>\$ 90/M</b>
<b>Monthly H/L</b>	<b>76,288</b>	<b>\$ +5/M</b>
<b>Non Profit:</b>		<b>\$ 75/M</b>

This file consists of enthusiasts who have purchased an at home business opportunity to become self-employed or to earn some extra income to fund that special need. The American Opportunist spends between \$49 and \$149.95 of their discretionary income to get themselves on the road to success.

Members enroll in a few quick and easy steps and are willing to go that extra mile for the right deal to give them that high level of satisfaction of achievement.

The average age of these enthusiasts is 38, with an average income of \$45,000. They are mostly male (60%) mostly working on regaining their self-esteem with the new deal for success.

This file is recommended for magazines, credit offers, insurance, loans, debt consolidation, publishing, sports, electronics and organizing gadgets, travel and so much more.

## Selects:

<b>Income Range</b>	<b>\$ 6/M</b>
<b>State, Zip, SCF</b>	<b>\$ 6/M</b>
<b>Gender</b>	<b>\$ 6/M</b>
<b>Product</b>	<b>\$ 6/M</b>
<b>Age Range</b>	<b>\$ 6/M</b>

<b>Key Coding</b>	<b>\$ 2.50/M</b>
<b>A/B Split</b>	<b>\$ 5/M</b>
<b>CD Rom</b>	<b>\$ 35/F</b>
<b>Diskette</b>	<b>\$ 35/F</b>
<b>Email</b>	<b>\$ 35/F</b>
<b>P/S Labels</b>	<b>\$ 10/M</b>

## Ordering Instructions

- 5,000 name minimum order \$0 minimum payment
- Please inquire about net name
- Exchange is not available
- Broker commission 20% on base
- Agency commission 15% on base
- Reuse – Please inquire
- Please inquire about telemarketing
- Cancellation fee at \$10.00/M

<b>Market:</b>	<b>Consumer</b>
<b>Type:</b>	<b>Direct Mail, Telephone</b>
<b>Geo:</b>	<b>Domestic (US)</b>
<b>Gender:</b>	<b>40% Female</b> <b>60% Male</b>
<b>Income:</b>	<b>\$45,000</b>
<b>Spending:</b>	<b>\$79.95 Average Order</b>

SOURCE: DIRECT MAIL  
NET NAME ARRANGEMENT IS AVAILABLE-  
CALL TO DISCUSS. NO EXCHANGES.

Please contact List Manager at [sales@offersinthemail.com](mailto:sales@offersinthemail.com)



38 E Ridgewood Ave #157, Ridgewood, NJ 07450  
1-877-MAILIST (624-5478) FAX: 1-877-732-8329

*Mailers are responsible for scrubbing against all do not call registries. DMA do not mail lists and either List Manager or List Owner are not responsible for results or mailing content.*