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Bold Media 4-I's Data Card

TOTAL FILE: 4,844,842

BASE PRICE: \$90/CPM

The "Bold Media 4-eyes data card" is comprised of individuals who have purchased eye wear and contact lens via the internet. Is your product/service up to the challenge in converting these consumers to your online business? This is a response list that we have taken and surveyed to add attributes. This list is perfect for all sorts of online products. These are known credit card holders with a median income of \$45,000.

SELECTIONS:

3 Month Hotline:	\$10/M
Geography:	\$5/M
Investment Type:	\$5/M
Income:	\$5/M
Net Worth:	\$5/M
Age:	\$5/M
Gender:	\$5/M
Martial Status:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Donor:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Telephones:	\$25/M

CANCELLATION POLICY:

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

UPDATE CYCLE:

NCOA and ECOA quarterly, new names added daily.