



304 Indian Trace #315 Weston, Florida 33326

Phone: 954.331.2690 Fax: 954.331.2689

sales@boldmedia.com

www.boldmediallc.com

Biz-op/MLM opt-in Database

TOTAL FILE: 20,244,842

BASE PRICE: \$50/CPM

30 day Hotline 40,000 +/- a day

The "Bold Media LLC. Biz-op/MLM Database" is comprised of individuals who have opted-in online looking to get involved in a business opportunity and/or multi-level marketing opportunity. These individuals respond well to branded offers such as Pre-Paid Legal, Ameriplan, HerbaLife, MaryKay, AVON, and even Medical Billing. Our data is collected via direct email marketing, banners and co-registration. We aggregate full fields – first and last name, address including zip, email, phone, date/time stamp and ip address. Optional data - Date of Birth, gender, income and initial spending level, and degree of interest.

Male 60%

Female 40%

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 |
| Computer Owner: | \$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.