



# PINNACLE LISTS

A division of West Coast Solutions, Inc.

## INTRODUCTORY TARGETED LIST OPTIONS

### 1. Direct Mail

2000 Consumer Postal Records – including: name and address information – based on any mix of the following parameters: location, age, income, homeowner vs. renter, presence of children, gender, marital status, and home value. Value = \$250 + \$50 processing + Tax (if applicable)

1000 Business Postal Records – including: company name, key contact, title, address, industry code, and size. Value = \$350 + \$50 processing + Tax (if applicable)

### 2. Telemarketing

2000 Consumer Phone Records – including: name, address, and phone information – based on any mix of the above mentioned parameters. Value = \$350 + \$50 + Tax (if applicable) (you will need to register with the Canada's CRTC's Do Not Call (DNC) or the USA's DNC Registry and pay a \$100 fee to scrub against the DNC list prior to processing)

1000 Business Phone Records – including: company name, key contact, title, address, phone, fax, industry code, and size. Value = \$450 + \$50 + Tax (if applicable)

**Note:** Both 1 and 2 above are based on general consumer and business lists. If you are looking at more targeted lists (survey response or subscriber lists for consumer and more specific titles, etc. for the business lists), you are looking at minimum orders of 5,000 records with pricing in the 20 to 30 cents range on average.

### 3. Opt-in Email

10,000 Consumer Email Records – based on similar parameters as above, and can also include: specific interests like: golfing, skiing, environment, health, etc. Pricing includes: confirming your creative, testing, broadcasting, and reporting. We will need your html creative as an attachment, subject line, from name, and some seed emails for testing. Value = \$600 for the first broadcast with a discount of 20% on subsequent broadcasts. + Tax (if applicable)

10,000 Business Email Records – based on similar parameters as above, and can also include: more specific titles, etc. Pricing includes: confirming your creative, testing, broadcasting, and reporting. We will need your html creative as an attachment, subject line, from name, and some seed emails for testing. Value = \$800 for the first broadcast with a discount of 20% on subsequent broadcasts. + Tax (if applicable)

Please contact us to discuss your targeted marketing needs in more detail. Thank you for the opportunity to be of service in helping you grow your clients' businesses!

**On Time, On Target, Complete List Solutions!**  
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