



PINNACLE LISTS

A division of West Coast Solutions, Inc.

DATA CARD

Culture and Arts Patrons

PL: 850920-000

----- **UPDATED** -----

Constantly

----- **SELECTIONS WITH COUNTS** -----

Minimum order 20,000

Selections	Counts	Price per/M
Total direct mail file	2,602,727	*\$160.00
Total email file	2,353,924	\$155.00
Total telemarketing file	1,146,199	\$350.00

(*) International 255.00/M.

----- **OTHER SELECTIONS** -----

Selections	Rate Per Unit	Note
Demographics:		
Age	\$5.00 M	extra
Buyer/Responder	\$10.00 M	extra
Catalog Buyer	\$5.00 M	extra
Credit Card Holder	\$5.00 M	extra
Dwelling Type	\$5.00 M	extra
Email Address	\$5.00 M	extra
Ethnicity	\$10.00 M	extra
Grandparents	\$5.00 M	extra
Homeowner	\$5.00 M	extra
Income	\$5.00 M	extra
Length Of Residence	\$5.00 M	extra
Mail Order	\$5.00 M	extra
Marital Status	\$5.00 M	extra
Occupation	\$5.00 M	extra
Online Responder	\$5.00 M	extra
Phone Number	\$5.00 M	extra
Postal Address	\$5.00 M	extra
Presence Of Children	\$5.00 M	extra
Religion	\$5.00 M	extra
SOHO Home Office	\$5.00 M	extra
30 Day Hotline Offer Categories:		
Auction	\$10.00 M	extra
Auto Shopping	\$10.00 M	extra
Bankruptcy	\$10.00 M	extra
Cable/Internet Services	\$10.00 M	extra
Computer Products	\$10.00 M	extra
Consumer Products	\$10.00 M	extra
Credit Cards	\$10.00 M	extra

----- **SUMMARY DESCRIPTION** -----

Culture and arts patrons.

----- **DATA CARD DESCRIPTION** -----

FINANCIAL AND EDUCATIONAL STATUS, AGE, LIFESTYLE, FAMILY SIZE AND OCCUPATION ARE VALUABLE INDICATORS FOR DETERMINING INTEREST IN CULTURAL PURSUITS AND ATTENDANCE OF A VARIETY OF ARTISTIC EVENTS, IN ORDER TO MOST EFFECTIVELY MARKET TO THIS CONSUMER BASE. THIS PATRON OF THE ARTS FILE IS THE PRODUCT OF AN EVOLVING, INNOVATIVE DEMOGRAPHIC INFORMATION. THIS ALL-INCLUSIVE DATA FILE BOTH EFFECTIVELY AND EFFICIENTLY TARGETS THE POPULATION BY MARKETING TOWARDS BOTH THE EARNING AND SPENDING POWER OF THIS CRITICAL DEMOGRAPHIC WITH THE FLEXIBILITY TO TRANSITION THE FOCUS AS ECONOMIC CONDITIONS CHANGE. INTEGRATED DIRECT MARKETING PROGRAMS ARE STRATEGICALLY DESIGNED FOR OPTIMAL PERFORMANCE, RESULTING IN CUSTOMIZED SOLUTIONS IN ACCORDANCE WITH THE DIVERSE NEEDS OF ALL CONSUMERS, PARTNERS AND VENDORS IN THE MARKETPLACE.

----- **LIST SOURCE** -----

Source	Note
Compiled	

----- **RESTRICTIONS** -----

Sample mailing piece required.

On Time, On Target, Complete List Solutions!

2624 Bruce Road, Duncan, Vancouver Island, BC, Canada V9L 6L4

Tel. 1 (888) 351-LIST (5478) ▲ Fax. 1 (888) 845-3405

info@pinnaclelists.com ▲ www.pinnaclelists.com



PINNACLE LISTS

A division of West Coast Solutions, Inc.

DATA CARD

Dating Services	\$10.00	M	extra
Debt Management	\$10.00	M	extra
Education/Scholarships	\$10.00	M	extra
Electronics	\$10.00	M	extra
Entertainment	\$10.00	M	extra
Financeal/Loan Products	\$10.00	M	extra
Food	\$10.00	M	extra
Gifts & Colelectibles	\$10.00	M	extra
Health, Beauty And Fitness	\$10.00	M	extra
Home Business	\$10.00	M	extra
Home Improvement	\$10.00	M	extra
Insurance Services	\$10.00	M	extra
Investments	\$10.00	M	extra
Legal Services	\$10.00	M	extra
Memebership Clubs	\$10.00	M	extra
Military	\$10.00	M	extra
Mortgage	\$10.00	M	extra
Research And Surveys	\$10.00	M	extra
Sweepstakes/Premiums	\$10.00	M	extra
Tax Services	\$10.00	M	extra
Teleco, Long Distance	\$10.00	M	extra
Telecom, Wireless	\$10.00	M	extra
Travel	\$10.00	M	extra
Lifestyle/Interenet:			
Bicycling	\$10.00	M	extra
Boating/Sailing	\$10.00	M	extra
Camping And Hiking	\$10.00	M	extra
Casino Gambling	\$10.00	M	extra
Charitable Causes And Donors	\$10.00	M	extra
Collectibles And Collecting	\$10.00	M	extra
Contests And Sweepstakes	\$10.00	M	extra
Cultural And Arts	\$10.00	M	extra
Dieting	\$10.00	M	extra
Electronics	\$10.00	M	extra
Fashion And Clothing	\$10.00	M	extra
Fine Art Antique	\$10.00	M	extra
Fishing	\$10.00	M	extra
Foreign Travel	\$10.00	M	extra
Frequent Flyers	\$10.00	M	extra
Gardening And Planitn	\$10.00	M	extra
Golf	\$10.00	M	extra
Gourmet Cooking	\$10.00	M	extra
Home Decorating	\$10.00	M	extra

On Time, On Target, Complete List Solutions!
2624 Bruce Road, Duncan, Vancouver Island, BC, Canada V9L 6L4
Tel. 1 (888) 351-LIST (5478) ▲ Fax. 1 (888) 845-3405
info@pinnaclelists.com ▲ www.pinnaclelists.com



PINNACLE LISTS

A division of West Coast Solutions, Inc.

DATA CARD

Hunting	\$10.00	M	extra
Investments	\$10.00	M	extra
Motorcycle Owners	\$10.00	M	extra
Music Type	\$10.00	M	extra
NASCAR	\$10.00	M	extra
Outdoors	\$10.00	M	extra
Pet Owners	\$10.00	M	extra
Photography	\$10.00	M	extra
Physical Fitness	\$10.00	M	extra
Politics And Civic Activities	\$10.00	M	extra
RV Owners	\$10.00	M	extra
Self Improvements	\$10.00	M	extra
Travelers	\$10.00	M	extra
Vehicle Type	\$10.00	M	extra
Wine	\$10.00	M	extra

Consumer Email Masterfile

PL: 887359-000

----- UPDATED -----

Constantly

----- SELECTIONS WITH COUNTS -----

Minimum order 10,000.

Selections	Counts	Price per/M
Email addresses	19,300,000	*\$150.00
Interest:		
Apparel	2,348,798	+10.00
Books & music	3,606,213	+10.00
Car buff	233,776	+10.00
Cat owner	1,462,281	+10.00
Children's items buyers	1,522,179	+10.00
Computer	5,853,381	+10.00
Computer software	36,813	+10.00
Crafts and sewing	2,482,596	+10.00
Do-it-yourself	1,635,699	+10.00
Dog owners	2,067,543	+10.00
Electronics	3,663,256	+10.00
Entertainment/travel	1,748,444	+10.00
Finance/investment	1,659,381	+10.00
Golf	981,660	+10.00

----- SUMMARY DESCRIPTION -----

Email addresses of individuals who have either responded to or have made online purchases through a proprietary network of consumer oriented web sites for items/services that will enhance their lifestyles at home.

----- DATACARD DESCRIPTION -----

THE CONSUMERS EMAIL MASTERFILE IS A PROPRIETARY INFORMATION WAREHOUSE THAT PROVIDES ONLINE MARKETERS WITH A COMPREHENSIVE SOLUTION FOR REACHING HIGHLY TARGETED AND RESPONSIVE CONSUMER VIA A WIDE VARIETY OF DEMOGRAPHIC, PSYCHOGRAPHIC, AND LIFESTYLE INTERESTS. THESE CONSUMERS ARE INDIVIDUALS WHO HAVE EITHER RESPONDED TO OR HAVE MADE ONLINE PURCHASES THROUGH A PROPRIETARY NETWORK OF CONSUMER ORIENTED WEB SITES FOR ITEMS/SERVICES THAT WILL ENHANCE THEIR LIFESTYLES AT HOME. THE CONSUMER EMAIL MASTERFILE IS AUGMENTED WITH DEMOGRAPHIC AND PSYCHOGRAPHIC ENHANCEMENTS FROM MULTIPLE SOURCES, PROVIDING MARKETERS WITH A LIST RESOURCE FOR DEEP PENETRATION INTO A WIDE VARIETY OF VERTICAL CONSUMERS MARKETS BY SPECIFIC INTERESTS. DUE TO ITS SIZE AND DAILY UPDATE SCHEDULE, THE METABASE CONSUMER EMAIL MASTERFILE PROVIDES MARKETERS WITH A FRESH UNIVERSE OF NAMES THAT CAN BE SEGMENTED BY A

On Time, On Target, Complete List Solutions!

2624 Bruce Road, Duncan, Vancouver Island, BC, Canada V9L 6L4

Tel. 1 (888) 351-LIST (5478) ▲ Fax. 1 (888) 845-3405

info@pinnaclelists.com ▲ www.pinnaclelists.com



PINNACLE LISTS

A division of West Coast Solutions, Inc.

DATA CARD

Gourmet/food & wine	626,742	+10.00	ROBUST PALETTE OF SELECTION CRITERIA TO DELIVER A TARGETED AND RESPONSIVE AUDIENCE FOR CONSUMER OFFERS DELIVERED VIA EMAIL. COMBINED WITH FRIENDLY PRICING AND POWERFUL TARGETING CAPABILITIES, THE CONSUMER EMAIL MASTERFILE IS A LOGICAL LIST RENTAL CHOICE FOR ONLINE MARKETERS WHO WANT TO GENERATE DIRECT SALES, TARGETED LEADS, AND/OR ENHANCED BRAND AWARENESS. THESE CONSUMERS ARE PRIME PROSPECTS FOR A WIDE RANGE OF CONSUMERS EMAIL OFFERS.
Health & fitness	2,874,239	+10.00	
High-ticket merchandise	328,855	+10.00	
Housekeeping/kitchen/decor	1,483,875	+10.00	
Internet/product buyers	9,415,421	+10.00	
Magazines	1,212,978	+10.00	
Mail-order shopping/buyers	7,302,872	+10.00	
Outdoor/gardening	2,089,210	+10.00	
Outdoor/recreational	6,448,297	+10.00	
Pets	659,880	+10.00	
Photography	1,037,726	+10.00	
Pools	659,550	+10.00	
Sports cards & collectibles	801,452	+10.00	
Stamps & coins	439,302	+10.00	
Stocks or bonds	893,463	+10.00	
Online trading accounts	1,400,000	+10.00	
Sweepstakes & gambling	3,175,829	+10.00	

----- LIST SOURCE -----

Source	Note
Internet/Online/Website Registration	Proprietary Website Network

----- DELIVERY SCHEDULE -----

Allocate 5 working days for preparation, approval, and transmission of your message.

----- RESTRICTIONS -----

The first proof/revision/proof cycle is performed at no cost. Additional changes after this cycle are at 50.00 flat per additional proof.

(*) Pricing includes transmission.

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
State	\$5.00	M	extra	
Zip	\$5.00	M	extra	
SCF	\$5.00	M	extra	
Gender	\$5.00	M	extra	
Age	\$5.00	M	extra	
Income	\$5.00	M	extra	
Interest	\$10.00	M	extra	
Monthly Hotline	\$10.00	M	extra	
HTML Setup	\$150.00		fee	
A/B Splits	\$50.00		fee	
Personalization	\$10.00	M	extra	
Suppression	\$100.00		fee	

----- UPDATE SCHEDULE -----

Updated daily.

On Time, On Target, Complete List Solutions!
 2624 Bruce Road, Duncan, Vancouver Island, BC, Canada V9L 6L4
 Tel. 1 (888) 351-LIST (5478) ▲ Fax. 1 (888) 845-3405
info@pinnaclelists.com ▲ www.pinnaclelists.com