



# PINNACLE LISTS

A division of West Coast Solutions, Inc.

**DATA CARD**

## Auto & Auto Insurance

PL: 048910-004

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

Jan 24, 2011

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

Minimum order 5,000.

<b>Selections</b>	<b>Counts</b>	<b>Price per/M</b>
Consumers	2,025,000	*\$220.00
Vehicle owners (English)	1,200,000	\$1000.00
French	450,000	\$1000.00
Intend to purchase (English)	275,000	\$1250.00
French	85,000	\$1250.00
Automobile insurance renewal (English)	469,500	+130.00
French	136,300	+130.00

(\*) Prices are in Canadian funds. US customers have the option to remit payment based on the current US exchange rate. Call ICOM for details. Can be selected by time period, by manufacturer and type of vehicle.

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

<b>Selections</b>	<b>Rate Per Unit</b>	<b>Note</b>
Key Coding	\$5.00 M	extra
Run Charges	\$10.00 M	extra
Selects Are 10.00/M To A Maximum Of 20.00/M, Applies To 10.00/M Selects Only		
Lifestyle		
Behavior		
Demographic		

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

Canadian direct mail survey responders who own or intent to purchase vehicles.

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

CANADIAN DIRECT MAIL SURVEY RESPONDERS WHO OWN OR INTENT TO PURCHASE VEHICLES.

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

<b>Source</b>	<b>Note</b>
Direct Mail	Surveys

----- **METHOD OF ADDRESSING** -----

Email delivery \$100

----- **DELIVERY SCHEDULE** -----

5 working days. Inquire for expedited turn-around.

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

Sample mailing piece required. One time use only.

----- **UPDATE SCHEDULE** -----

Updated monthly.

**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](mailto:info@pinnaclelists.com) ▲ [www.pinnaclelists.com](http://www.pinnaclelists.com)



# PINNACLE LISTS

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DATA CARD

## Canadian Connection - Truck Owners

PL: 886930-000

----- UPDATED -----

Jan 5, 2011

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

Minimum order 5,000.

Selections	Counts	Price per/M
Universe	750,000	\$195.00
Monthly hotline	50,000	+20.00

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

Selections	Rate	Per	Unit	Note
3 Month Hotline	\$15.00	M	extra	
6 Month Hotline	\$10.00	M	extra	
Age	\$5.00	M	extra	
Credit Card Buyers	\$10.00	M	extra	
Ethnicity	\$10.00	M	extra	
FSA	\$5.00	M	extra	
Hotline	\$20.00	M	extra	
Household Income Select	\$5.00	M	extra	
Phone Number	\$20.00	M	extra	
Presence Of Children	\$5.00	M	extra	
Key Coding	\$5.00	M	extra	

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

Canadian consumers who own pick up trucks, hauling trucks, SUV's or crossovers.50% male, 50% female.

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

THE CANADIAN CONSUMERS HERE ENJOY THE QUALITY, SERVICE AND VALUE OF OWNING A TRUCK. THE CANADIAN CONNECTION - TRUCK OWNERS OWN PICK UP TRUCKS, HAULING TRUCKS, SUV'S OR CROSOVERS. OWNING A VEHICLE LIKE A TRUCK GIVES THEM AN "I CAN GO ANYWHERE" FRAME OF MIND. THESE CONSUMERS ARE KNOWN TO USE THEIR VEHICLES TO RUN HOUSEHOLD ERRANDS, MOVE LARGE ITEMS OR USE THEM FOR PICK UP AND DELIVERIES. MANY ALSO MAY USE THEIR TRUCKS FOR SMALL BUSINESSES LIKE LANDSCAPING, PLUMBING & HEATING, INDOOR/OUTDOOR PAINTING AND MORE! THE CANADIAN CONNECTION - TRUCK OWNERS LIST DELIVERS DIRECT MAIL RESPONSIVE CONSUMERS THAT MAKE UP THE LARGEST ENGLISH SPEAKING AUDIENCE OUTSIDE OF THE US. ANOTHER ADVANTAGE OF MARKETING TO OUR NORTHERN NEIGHBORS IS THESE CONSUMERS ARE VERY FAMILIAR WITH AMERICAN PRODUCTS AND SERVICES.

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

Source	Note
Internet/Online/Website Registration	
Direct Mail	
Telemarketing	

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
Email delivery	\$100			

----- RESTRICTIONS -----

Sample mailing piece required.

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

Updated monthly.

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# PINNACLE LISTS

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**DATA CARD**

## Canadian Extended Car Warranty Purchasers

PL: 870502-000

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

Sept 30, 2010

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

Minimum order 5,000.

<b>Selections</b>	<b>Counts</b>	<b>Price per/M</b>
Universe	331,865	\$240.00

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

<b>Selections</b>	<b>Rate</b>	<b>Per</b>	<b>Unit</b>	<b>Note</b>
Age	\$15.00	M	extra	
Age Of Vehicle	\$20.00	M	extra	
Income Select	\$15.00	M	extra	
Phone Number	\$80.00	M	extra	
Postal Code	\$10.00	M	extra	
Province	\$10.00	M	extra	
Age	\$15.00	M	extra	Spoken Language
Type Of Vehicle	\$20.00	M	extra	
Nth Name				
Run Charge	\$15.00	M	extra	
Key Coding	\$3.50	M	extra	

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

Canadians who have purchased an extended warranty on their vehicles which takes effect after the manufactures warranty expires

----- **DATACARD DESCRIPTION** -----

THIS IS A LIST OF CANADIANS WHO HAVE PURCHASED AN EXTENDED WARRANTY ON THEIR VEHICLES WHICH TAKES EFFECT AFTER THE MANUFACTURES WARRANTY EXPIRES. INDIVIDUALS HAVE PAID BETWEEN \$400 AND \$2,000 TO HAVE THEIR WARRANTIES EXTENDED FOR 1 TO 4 YEARS. CURRENT WARRANTY PURCHASERS HAVE VEHICLES THAT ARE BETWEEN 3 - 8 YEARS OF AGE. TYPE OF VEHICLE CAN BE SELECTED.

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

<b>Source</b>	<b>Note</b>
Direct Response	

----- **METHOD OF ADDRESSING** -----

<b>Available Media</b>	<b>Rate</b>	<b>Per</b>	<b>Unit</b>	<b>Note</b>
Email delivery	\$100			

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

Exchange is not allowed.

----- **UPDATE SCHEDULE** -----

Updated quarterly.

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