



List Name: Canadian Pet Owners – E-Mail (CA012)

Total Count: 2,652,811	Source: Direct Marketing
Cost: (USD)\$295/M	Last Updated: Q1 2011
List Type: Consumer	IDM#: CA012

Description:

This file provides access to persons who are active with their pets and possess a strong desire to give their pets comfort. All have incomes to acquire the latest toys, products and inventions. All are motivated to receive promotions and offers on specific points or areas of interest to enhance their pet experience. Each consumer has completed registration forms or surveys; either managed by one of our partners, and has responded optimistically to opt-in questions in order to receive email solicitation about enhancing their buying opportunity. All information is self-reported and Internet users have designated varying lifestyle preferences. Message quantity is limited to a maximum of 4 per month, per registered email address, in order to avoid saturation. Selections for Dogs include puppies, while Cats include kittens.

Select:	Price:	Minimum Order:
Available records:	2,652,811	Minimum purchase: \$2950.00
Mailing list:	\$0.295 (per item)	E-Mail Blast: \$250.00
Phones Selection:	\$NA (per item)	
Geo Select list:	\$0.01 (per item)	
Gender Select list:	\$0.01 (per item)	

(All pricing is in US funds subject to exchange rates)

Terms: Prepayment is required on all orders.

Cancellation Fee: \$50/F plus \$10/M after receipt of purchase order up to shipping date. Plus Full rental fee after ship date.

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