







BOLSTER YOUR BUSINESS LEAD FUNNEL

MASTERFILE Mailing List

Reach highly responsive business professionals and decision makers in both large and small businesses where they work. Unik Advertising developed the “Bolster Your Business Lead Funnel – Masterfile” to assist businesses in their acquisition of new business customers. With our set of proprietary self-reported data, and overlaid with streams from partnering premier data providers, this Unik Advertising datafile is able to furnish you with prospects from across a wide array in the B2B landscape. The key to your successful direct mail and/or email campaign is data driven marketing. The “Bolster Your Business Lead Funnel – Masterfile” can help. It is selectable by SIC, Employee Size, Job Title and so much more! Put the “Bolster Your Business Lead Funnel – Masterfile” to work for you and find hard to reach prospects who need your products or services and will respond to your messaging.

SEGMENTS			
62,750,000	TOTAL UNIVERSE	Base Rate	Minimum
15,000,000	EMAIL	\$25/CPM	\$1000
48,000,000	POSTAL	\$75/CPM	\$750

MARKET:	BUSINESS
CHANNELS:	   
SOURCE:	COMPILED LISTS, DIRECT RESPONSE
GEO:	USA
GENDER:	40% FEMALE 60% MALE

Unik Advertising

84 Business Park Drive, #113 | Armonk, NY 10504

1-844-478-UNIK | info@UnikAdv.com



Profile/Demographic:

- 80% Aged 25 - 54; 34% 35 - 44
- 68% Incomes \$45,000+
- 75% Married
- 78% Homeowners
- 80% Professional/managerial/technical
- Occupations
- Home computer ownership

SUGGESTED USAGE:

- Office Supplies
- Banking/Finance
- Seminar Attendees
- Business Travel
- Business Credit Card Offers

ADDITIONAL

- 5,000 NAME MINIMUM ORDER
- EXCHANGE IS NOT AVAILABLE
- PLEASE INQUIRE ABOUT REUSE
- CANCELLATION FEE AT \$150.00/F - **Waived**
- UPDATED MONTHLY.



SELECTS

# of Employees	\$5.00/M
GEO	\$5.00/M
Job Function/Title	\$10.00/M
Monthly Hotline	\$20.00/M
SIC	\$20.00/M

ADDRESSING

KEY CODING	\$3.50/M
4-UP CHESIRE	No Charge
CD ROM	\$75.00/F
DISKETTE	\$75.00/F
EMAIL	\$75.00/F
FTP	\$75.00/F

FOR MORE INFORMATION VISIT
US ONLINE AT

UNIKADV.COM



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