



## HIGH-OCTANE GIGA AUTO MASTERFILE

The High-Octane GIGA Auto Masterfile helps auto marketers reach the most current US car buyers and intenders through email and postal data for a fraction of the cost. Collected from multiple sources, this compiled masterfile gives marketers an edge whenever they require deep penetration at a low cost, using top quality information that is updated regularly and accurately.

The High-Octane GIGA Auto Masterfile offers over 100 million digital and postal records with a history of success for a variety of offers and is perfect for brand building and awareness and mass market penetration.

SEGMENTS				
103,821,001	TOTAL UNIVERSE Email & Postal	Base Rate	Minimum	
	EMAIL	\$5/CPM	\$500	
	POSTAL	\$50/CPM	\$500	
	MINIMUM POSTAL MATCH BACK	\$100/MIN	MATCH POSTAL RECORDS TO EMAIL RECORDS, ABOVE \$500 MINIMUM EMAIL ORDER	
	POSTAL MATCH BACK	\$1.50/COM	MATCH POSTAL RECORDS TO EMAIL RECORDS AFTER \$500 MINIMUM EMAIL ORDER	

### DESCRIPTION:

Gathered through email response, surveys and compiled sources, the High-Octane GIGA Auto Masterfile allows the direct marketing industry to reach drivers and car owners across the nation.


Unik Advertising

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

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



**SELECTIONS: SEE BELOW OF A SAMPLE OF JUST A FEW OF OUR MANY SELECTIONS.**

MARKET:	CONSUMER
CHANNELS:	  
SOURCE:	INTERNET/ONLINE COMPILED LISTS
PRIVACY:	CONFIRMED OPT-IN
DMA:	NO
GEO:	USA



**NOTES**

- ALL POSTAL LISTS ARE RENTED FOR A ONE-TIME USE UNLESS OTHERWISE AGREED UPON IN WRITING.
- 10,000-NAME MINIMUM POSTAL ORDER
- 150,000-RECORD MINIMUM EMAIL ORDER
- EXCHANGE IS NOT AVAILABLE
- REUSE IS AVAILABLE
- TERMS: ALL ORDER ARE PRE-PAY ONLY
- UNIK ADVERTISING DOES NOT EMAIL TO INDIVIDUALS UNDER 18 YEARS OF AGE.

**Target today's best car buyers and auto consumers through direct mail or e-mail - at a fraction of the cost! - and drive Unik results.**



**SELECTS**

AGE	INCLUDED
GENDER / SEX	INCLUDED
INCOME SELECT	INCLUDED
GEO   ADDRESS	INCLUDED

**ADDRESSING**

A/B SPILT	\$200
RUN CHARGE	\$5.00/M

**STANDARD TRACKING REPORT**

OPEN   OPEN RATE	INCLUDED
CLICKS   CTR	INCLUDED
LINK ID	INCLUDED
REPORT EXPORTED   AND PROVIDED	INCLUDED

Unik Advertising

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

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