



UNIK American Pride Mailing Masterfile: Firefighters | Police | EMS-EMT

The Unik American Pride Mailing Masterfile: Firefighters | Police | EMS-EMT allows marketers reach America's hometown heroes with sharp-shooter accuracy and SWAT-team-like precision. Collected from multiple self-reported sources, this file provides comprehensive information on these three powerful pillars of US public servants. Invested in their unions and dedicated to their careers, these brave men and women are an ideal target for any marketer looking to reach a group that serves with pride and distinction. With dozens of selects available, and over 100,000 digital and postal records at your disposal, leverage a file with a history of success for a variety of offers.

SEGMENTS		
122,112	TOTAL UNIVERSE / BASE RATE	\$25.00/CPM \$1,000 MINIMUM DEPLOYMENT (includes up to 40,000 records)

DESCRIPTION

Used in conjunction with DOB and other lifestyle selects, our American Pride database is perfect for any number of offers, including uniforms, continuing education, travel offers, financial services, continuing education, loan offers and more.

This database is cleaned monthly for best response.

All eMail campaigns fully comply with CAN-SPAM legislation and are subject to approval. You will be provided with detailed tracking showing all opens and clicks. Our goal is to provide you with the premiere database of best performing records at a minimum of cost.

UPDATE CYCLE:

NCOA'd quarterly, new names added monthly.
 Minimum order: \$1,000

CANCELLATION POLICY:

All orders are pre-paid. Orders cancelled prior to original mail date, please inquire.



MARKET:	CONSUMER
CHANNELS:	 
SOURCE:	OPT-IN E-MAIL
PRIVACY:	OPT-IN
DMA?:	43% FEMALE 57% MALE
GEO:	USA

SELECTS

GEO	\$15/M
AGE	\$10/M
GENDER	\$10/M
ETHNICITY	\$10/M
RELIGION	\$10/M
CREDIT CARD HOLDER	\$10/M
HOUSEHOLD INCOME	\$10/M
PRESENCE OF CHILD	\$10/M
PERSONALIZATION	\$300/F
SPLIT CREATIVES	\$300/F
SUPPRESSION	\$75/F
POSTAL ORDER EMAIL DELIVERY	\$75/F
USPS ADDRESSING	
KEY CODING	INQUIRE
CD ROM	NO CHARGE
EMAIL	\$35.00/F
FLASH DRIVE	\$250.00/F
FTP	\$50.00/F