

## Reach Active Do-It-Yourself Auto Repair Enthusiasts



The Active Do-It-Yourself Auto Repair Enthusiasts file is comprised of individuals who enjoy and take an active role in a variety of auto repair and maintenance measures.

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$120.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

### Description

The **Active Do-It-Yourself Auto Repair Enthusiasts File** is comprised of individuals who enjoy and take an active role in a variety of auto repair and maintenance measures.

These subscribers take pride in keeping their automobiles running and looking their best and are savvy at maintenance, with a preference to handle minor repairs on their own. These include areas such as oil changes, light motor repairs, replacement of taillights or fuses, installing of audio systems, tire changes and maintenance, replacement of air conditioning or windshield fluid, and much more.

These prospects comprise an ideal audience of responsive consumers for offers relating to tools, washing and waxing materials, stereo, iPod and GPS systems, tires, interior and exterior parts and features, automotive website and social networking sites, auto shows and much more!

### Contact Us For More Information

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<b>ID Number</b>	292039
<b>Universe</b>	5,130,447
<b>List Type</b>	Consumer
<b>Source</b>	Internet Opt-in e-mail
<b>Permission Level</b>	Confirmed Opt-in
<b>List Maintenance</b>	
Market entry	08/02/2010
Counts through	01/18/2013
<b>Selects</b>	
Auto Select	No charge
Gender	No charge
Income	No charge
Lifestyle Interest	No charge
Monthly Hotline	No charge
SCF	No charge
State	No charge
Zip Code	No charge
<b>Geography</b>	Domestic (US)
<b>Addressing</b>	
ADDITIONAL CREATIVE	250.00 /F
EMAIL PERSONALIZATION	10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	25.00 /F
RUN CHARGE	10.00 /M
SUPPRESSION FEE LESS THAN 250K	
NAMES -	300.00 /F
SUPPRESSION FEE MORE THAN 250K	
NAMES -	500.00 /F

> Targeted, Effective Results!  
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