

Reach Active Facebook Enthusiasts



The Active Facebook Enthusiasts file is comprised of individuals who are actively connected daily to the world's largest social networking service.

Segments	Price
Email	\$100.00 /M
Postal	\$100.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$150.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

Description

The **Active Facebook Enthusiasts File** is comprised of individuals that span a wide range of demographics who are actively connected daily to the world's largest social networking service. This targeted audience of Facebook enthusiasts includes those with public as well as private pages who regularly update their status, often multiple times daily, as well as post photos, check their friend's sites, stay up to date on the latest news feeds, and poke and tag themselves as well as others. They also include those who use Facebook for specific purposes, such as career development, dating or common-interest groups via work, school, professional organizations, meet up groups, volunteer organizations and other related networks.

Demographic selects include age, gender, income, HHI, family status, homeowner, education, ethnicity, occupation, geography, and purchase preference / buying habits, as well as a highly extensive range of interests, hobbies and lifestyle qualifiers to reach the right target with precision for each offer.

This tech savvy audience comprises an ideal prospect base for advertisers to reach new customers with online offers based on their interests, hobbies, education/career, entertainment preferences, and other related facets of interest. The Active Facebook Enthusiasts file provides an ideal audience for offers related to retail, sports, electronics, technology, fashion, movies, music, education, travel and much more!

Contact Us For More Information

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ID Number	351922
Universe	40,017,285
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	08/22/2012
Counts through	01/18/2013
Selects	
Age	No charge
Age of Child	No charge
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
Geography	
Addressing	
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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