

## Reach Avid Lotto Enthusiasts



The Avid Lotto Enthusiasts file is comprised of individuals who actively purchase lotto tickets with the dream that their big payout is just one ticket purchase away.

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 **Avid Lotto Enthusiasts File** is comprised of individuals who actively purchase lotto tickets with the dream that their big payout is just one ticket purchase away. These avid lotto fans strive toward winning the jackpot with participation in games such as daily Pick Three, Daily Pick Four, multi-number state lottery, multi-state lottery such as Power Ball and Mega Millions, Keno, annual state and national specialty drawings, scratch-off tickets, and many more. The file covers a full range of demographics including those who purchase tickets as individuals as well as those who actively participate in lotto pools with friends, colleagues and fellow office workers.

Demographic information includes age, income, gender, family status, ethnicity, education, occupation, homeowner, family status and geography, in addition to a full range of interest and lifestyle selects.

These active lotto participants continually seek winning tips and strategies and are also often interested in other recreational gambling and gaming offers, such as sweepstakes, online gambling, casino gaming, bingo and other related contests. Ideal list usage include state, local and national lottery, online resources and social networking sites, retailers, sweepstakes, casino offers, sports gambling, and much more!

### Contact Us For More Information

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<b>ID Number</b>	333119
<b>Universe</b>	4,539,521
<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	03/14/2012
Counts through	01/18/2013
<b>Selects</b>	
Age	No charge
Education	No charge
Ethnicity	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
Occupation	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