

## Reach Memorabilia & Novelty Collectors



The Avid Memorabilia and Novelty Collectors file is comprised of individuals with a passion for collectables.

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 Memorabilia and Novelty Collectors file is comprised of individuals with a passion for collectables across a wide variety of genres including sports, movies, music, culture, entertainment, history and more. Memorabilia that these individuals collect often includes photographs, autographs, sports equipment, baseball cards, clothing or personal items used by notable figures, or any item that conjures up a recollection of a specific era or event of interest.

These collectors value memorabilia for the historical or cultural connection of items that are quintessentially reflective of a time period. Memorabilia often reflects interests in football, baseball, basketball, hockey, classic Hollywood, or the distinct cultural essence of decades past from the roaring twenties to the rocking fifties and beyond.

**Suggested usage includes:** This file is ideal for novelty shops, online retailers, auctions, social networking sites, museums and exhibits, travel and tours, books, films, and much more.

### Contact Us For More Information

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<b>ID Number</b>	283692
<b>Universe</b>	5,100,069
<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	03/10/2010
Counts through	01/18/2013
<b>Selects</b>	
Age	No charge
Antiques	No charge
Collectibles	No charge
Gender	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
<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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