

## Reach American Bargain & Discount Shoppers



Reach Bargain & Discount Shoppers that are interested in discount and coupon shopping offers.

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 **American Bargain & Discount Shoppers File** is comprised of individuals and families who are wise shoppers and take advantage of the great deals offered by discount and bulk retailers.

These savvy spenders are receptive to offers pertaining to discount, bulk and bargain shopping for a variety of products including: clothing, cosmetics, electronics, house and garden, children's and baby products, food and beverages, gifts and much more! This file provides the opportunity to generate business by presenting these consumers with exactly what they are looking for: a great bargain!

Select individuals by geographic location including Zip, SCF, City, State, Region or Nationally. Demographic information is also available including Age, Gender, Income, Marital Status, Presence, Age & Number of Children.

Recommended Usage: This file is ideal for New Product Launch, Sales & Promotions, Seasonal Gift Giving, Gift Baskets, New Store Openings, Catalogs, and more.

### Contact Us For More Information

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**Email: info@eTargetMedia.com**  
**Web: www.eTargetMedia.com**

<b>ID Number</b>	256843
<b>Universe</b>	16,136,432
<b>List Type</b>	Consumer
<b>Source</b>	Internet, Opt-in
<b>Permission Level</b>	Confirmed Opt-in
<b>List Maintenance</b>	
Market entry	02/05/2009
Counts through	01/18/2013

Selects	
Age	No charge
Credit Card Buyers	No charge
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Mail Order Buyer	No charge
Marital Status	No charge
Monthly Hotline	No charge
Online Buyer	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge

<b>Geography</b>	Domestic (US)
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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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