

Reach American Blue Collar Workers



The American Blue Collar Workers file represents employed individuals at their home email address in a wide range of job titles and functions typically classified as "Blue Collar".

| Segments | Price |
|----------|-------------|
| Email | \$80.00 /M |
| Postal | \$120.00 /M |

Description

The **American Blue Collar Workers File** represents employed individuals at their home email address in a wide range of job titles and functions typically classified as "Blue Collar". These professionals cover a diverse range of demographics across all genders, age ranges, ethnicities and economic brackets. These hard working Americans cover a number of skilled trades that include auto repair, carpentry, electrical work, plumbing, welding, construction, HVAC, mining, maintenance and other related job functions.

Selects include job title, job function, business owner, self-employed, geography, age, gender, ethnicity, income, family status, number of children and age of children, as well as interest and lifestyle selects.

This file is ideal for offers related to continuing education, certification, entrepreneurial opportunities, licensing and degrees, career improvement, insurance products, union and labor organizations, safety, raw materials and tools, employment opportunities, investment and retirement, and much more.

Contact Us For More Information

Phone: 1.888.805.DATA (3282)
 Email: info@eTargetMedia.com
 Web: www.eTargetMedia.com

| | |
|--------------------------------|------------------------|
| ID Number | 309577 |
| Universe | 22,773,164 |
| List Type | Consumer |
| Source | Internet, Opt-in Email |
| Permission Level | Confirmed Opt-in |
| List Maintenance | |
| Market entry | 07/08/2011 |
| Counts through | 01/18/2013 |
| Selects | |
| Age | No charge |
| Age of Child | 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 |
| Presence of Children | No charge |
| SCF | No charge |
| State | No charge |
| Zip Code | No charge |
| Geography | Domestic (US) |
| 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 |

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