



## Reach All American Football Fanatics!

Reach Football Fanatics who enjoy receiving information and special offers about their favorite sport.

Segments	Price
Email	\$100.00 /M
Postal	\$80.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$125.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M
Monthly Hotline	\$5.00 /M

### Description

The eTargetMedia Football Fanatics file is comprised of individuals who live and breathe the sport during their favorite season of all: Football Season! The file is comprised of a diverse range of demographics that cover various age ranges, income levels and cultural backgrounds, with a common ground that unites them, which is their passion for football. The football fanatics include both fans of college football as well as NFL. These individuals are active fans who view their sport through a variety of mediums and venues which include live games, viewing on television at home, viewing in restaurants or sports bars, streaming video via mobile devices and online. This file also contains avid fans and participants of fantasy football, from casual fans to those who take their drafts as seriously as the NFL coaches.

The football fanatics file is ideal for offers pertaining to ticket sales, sports packages, season tickets, sports memorabilia, jerseys and apparel, books and educational material, sports history, fan sites, social networking sites and much more!

### Contact Us For More Information

Phone: 1.888.805.DATA (3282)  
 Email: [info@eTargetMedia.com](mailto:info@eTargetMedia.com)  
 Web: [www.eTargetMedia.com](http://www.eTargetMedia.com)

**ID Number** - 283373  
**Universe** - 2,719,207  
**List Type** - Consumer  
**Source** - Internet/On-Line  
**Permission Level** - Confirmed Opt-in

**List Maintenance**  
 Market entry 12/18/2006  
 Counts through 07/18/2011

**Selects**

AGE - No charge  
 GENDER/SEX - No charge  
 INCOME SELECT - No charge  
 LIFESTYLE SELECT - No charge  
 MONTHLY HOTLINE - \$5.00 /M  
 SCF - No charge  
 STATE - No charge  
 ZIP - No charge

**Geography** - Domestic (US)

**Addressing**

ADDITIONAL EMAIL 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  
 MORE THAN 250K NAMES - \$500.00 /F

> Targeted, Effective Results!  
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