

Reach Active and Retired US Military



Reach active US military personnel, retired military veterans, and Americans with a household family member that is currently serving.

Segments	Price
Email	\$100.00 /M
Postal	\$100.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$150.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

Description

The **Active and Retired US Military File** is comprised of brave and honorable men and women in one of the many branches of the armed forces, including the Army, Navy, Marine Corps, Air Force, and Coast Guard.

These individuals serve our country with pride in a variety of roles which include active military personnel, military reserve and retired military veterans, and comprise a diverse range of representation from within all ranks, from new recruits in basic training through top level officers.

Selects Available:

- Active Military
- Retired Military/Veterans
- Household with Active Family Member
- Household with Retired Military/Veterans

Suggested Use: Credit Card Offers, Travel & Vacation offers, Magazine Subscription Offers and much more.

Contact Us For More Information

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

ID Number	280410
Universe	10,994,326
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	01/15/2010
Counts through	01/18/2013
Selects	
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Military Status	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	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