

Reach Parents of College Bound Students



The Parents of College Bound Students file is comprised of parents with high school seniors in the household who are preparing for their first upcoming year of college.

Segments	Price
Email	\$125.00 /M
Postal	\$125.00 /M

Description

The **Parents of College Bound Students File** is comprised of parents with high school seniors in the household who are preparing for their first upcoming year of college. This unique time of transition between high school and college requires a significant amount of planning on the part of parents and students alike, and this responsive audience is highly receptive to products and offers to help college bound students prepare and succeed, academically, socially and in all aspects of college life.

The file also includes the ability to segment parents of high school juniors who are receptive to offers pertaining to visiting colleges and universities, educational program information, scholarships and financial aid.

Demographic selects include age, income, family status, ethnicity, number and gender of children, education, homeowner and geography, in addition to offering a full range of interest and lifestyle selects.

This file is ideal for offers pertaining to scholarships, tutoring and educational support, dorm room furnishing and accessories, lap tops and tablets, safety and health, prepaid credit cards and cellular plans, social media and networking sites, fraternities, sororities and extracurricular activities, entertainment and sports, and much more.

Contact Us For More Information

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

ID Number	378556
Universe	1,022,357
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	04/19/2013
Counts through	04/19/2013
Selects	
Age	No charge
Ethnicity	No charge
Gender	No charge
Lifestyle Interest	No charge
Monthly Hotline	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