

**Reach Consumers  
that are Interested in  
Improving their Vision**



Consumers that are actively interested in improving their vision with contacts, eyeglasses or through vision correction procedures.

## 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

## Description

The **20/20 Vision Correction File** is comprised of individuals that suffer from vision problems. These consumers have indicated their interest in information relating to eyes and their eyesight. Contact these consumers via email or direct mail with information or offers related to their interest, perfect vision.

### VISION SELECTS:

- Contact Lens Wearers
- Eyeglass Wearers
- Vision Correction Interest

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

### PROFILE:

59% Female	Average Age: 42
41% Male	Average Income: \$50K

**Suggested Usage:** Vision Correction offers, Eyeglass offers, Vision Testing, Contact Lens offers, Lasik information, Laser Surgery information, PRK Information, Insurance offers and much more.

## Contact Us For More Information

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

<b>ID Number</b>	223705
<b>Universe</b>	11,759,470
<b>List Type</b>	Consumer
<b>Source</b>	Internet Opt-in e-mail
<b>Permission Level</b>	Confirmed Opt-in
<b>List Maintenance</b>	
Market entry	12/24/2007
Counts through	01/18/2013
<b>Selects</b>	
Gender	No charge
Household Income	No charge
Income	No charge
Marital Status	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Vision	No charge
Zip Code	No charge
<b>Geography</b>	Domestic (US)
<b>Addressing</b>	
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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