

Reach American White Collar Workers



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

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
Multi Channel (Email & Postal)	\$120.00 /M

Description

The **American White Collar Workers File** represents employed individuals at their home email address in a wide range of job titles and functions typically classified as "White Collar". The file covers a diverse range of demographics across gender, age ranges, ethnicities and economic brackets, and primarily contains middle class and upper middle class households. These typically salaried and educated workers include professional, managerial or administrative job functions in a variety of industries such as legal, financial, public and private sector, sales, marketing, retail, medical, insurance, and much more.

Selects include job title, job function, 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, advanced degrees, career advancement, entrepreneurial opportunities, networking and professional organizations, insurance products, investment management, retirement planning, real estate, food and wine, leisure and vacation, golf, boating and sports, family events, and much more.

Contact Us For More Information

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ID Number	309578
Universe	27,267,652
List Type	Consumer
Source	Internet Opt-in e-mail
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

> **Targeted, Effective Results!**
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