
LIST SERVICE DIRECT INC.

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AFRICAN-AMERICANS @ E-MAIL ADDRESS

TOTAL: 3,485,198 Verified Opt-in Email

PRICE: Discounted with Volume. Call For Quote.

This file contains over 1 million African-American individuals who have opted to receive offers from third parties. This database contains a matching Postal Address for every record, thus enabling you to target these individuals with both an Email and a matching Postal campaign.

The African American consumer has an annual disposable income of over \$535 billion dollars. Defined as a discerning buyer, African Americans continue to demonstrate tremendous brand loyalty to the products and services of companies that acknowledge their existence and advertise to them directly. Advertising to the African American consumer is 50% more effective than general market ads in stimulating sales.

List Service Direct, Inc. has partnered with several online market research and survey companies to provide these responsive Ethnic Email Lists. Each individual on this file provided demographic data on themselves and has Opted-In to receive third-party Email.

The email messages will be broadcasted by List Service Direct, Inc. or its affiliates and shall identify the source of the recipient's data collection and shall contain an opt-out feature that allows the recipient to electronically communicate his desire to be removed from the database.

SELECTIONS:

- Hotline
- Geography
- Income
- Age
- Gender
- Martial Status
- Mail Order Buyer
- Homeowner
- Lifestyle Selects

Minimum Order: 10,000