Micro-target your desired audience with permission-based e-mail blasts:

Now, we can target your e-mail blast — to consumers, niche markets or other businesses — on a wide variety of attributes! Simply tell us who you would like to target and where and we'll let you know how many people fit your criteria.

Over 200 targeted lists to choose from including:

**Demographic Targeting**
- Age
- Education level
- Ethnicity
- Gender
- Homeowner/renter
- Income
- Marital status
- Occupation
- Presence of children

**Business Targeting**
- Industry
- SIC codes
- Job titles
- Sales volume
- Number of employees

**Geographic Targeting**
- State
- County
- City
- ZIP Code
- Radius

**Consumer Targeting**
- Hobbies and Interests
  - Arts
  - Home improvement
  - Music
  - Sports
- Health and Medical
  - Alternative medicine
  - Exercise & fitness
  - Medical ailments
- Lifestyles
  - Entertainment
  - Personal business
  - Real Estate
  - Travel
- Purchase preferences

**Why micro-target?**
- Targeted e-mail offers an improved, highly measurable and more effective way for you to market your products and services
- Micro-Targeted E-mail Blasts contains ONE EXCLUSIVE advertiser (all eyes on your product or service)
- We will send your e-mail-ready blast or create one for you. (Please allow 5 business days for production)

<table>
<thead>
<tr>
<th>Geo Targeting: DMA - Minimum quantity of 25,000</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>10,000-24,999*</td>
<td>$85.00 CPM</td>
</tr>
<tr>
<td>25,000-49,999</td>
<td>$60.00 CPM</td>
</tr>
<tr>
<td>50,000-99,999</td>
<td>$50.00 CPM</td>
</tr>
<tr>
<td>100,000+</td>
<td>$40.00 CPM</td>
</tr>
<tr>
<td>500,000+</td>
<td>$20.00 CPM</td>
</tr>
</tbody>
</table>

*May be available on case-to-case basis.