

# E-mail Blast

## Micro-Targeting



### 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

### Many more categories to choose from!

### Combine lists for maximum targeting!

(For example: pet owners in Fayette County)

### 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)

Geo Targeting: DMA - Minimum quantity of 25,000	
10,000-24,999*	\$85.00 CPM
25,000-49,999	\$60.00 CPM
50,000-99,999	\$50.00 CPM
100,000+	\$40.00 CPM
500,000+	\$20.00 CPM
*May be available on case-to-case basis.	

Contact your account executive or call us:

**859-231-3164**

<http://www.heraldleaderonline.com/mediakit/>