



# EARNINGS WHISPERS

## High Net Worth Investors

OPT-IN E-MAIL and mailing ADDRESSES

182,570	Opt-in E-mail Addresses	\$100/M
106,881	Mailing Addresses Only	\$110/M
27,879	Quarterly Hotline	\$120/M

### An opt-in e-mail list targeting Wall Street's high income\high net worth investors.

**PROFILE:** EarningsWhispers.com is a premium financial web site constantly ranked in the top 100 financial websites at 100 hot.com and is featured in top financial publications such as the Wall Street Journal, Money Magazine, SmartMoney Magazine, Bloomberg and ZDTv. Earnings Whispers provides it's verified opt-in subscribers whisper numbers on nearly 4000 stocks as well as unique, valuable financial information that can not be found anywhere else on the internet.

Earning Whispers is able to offer a premium audience to advertisers. A recent user survey revealed that 76% of it's subscribers have at least a bachelors degree, 68% earn at least \$150,000 a year. These upscale investors/subscribers primarily invest in stocks and most of them use the internet to execute their trades and 81% have also made an online purchase within the past 6 months. Earning Whisper's affluent subscribers have proven to be responsive to offers for consumer goods, financial offers, travel offers and computer products and services.

E-mail addresses are 100% double opt-in (follow up e-mail was sent for verification). These opt-in subscribers have consented to receive third party offers.

Transmission fee includes: E-mail message, programming of hot link to the mailers website, click through tracking, campaign summary report.

Final copy is due no less than 3 business days prior to the scheduled broadcast date. Each marketing message includes a clear unsubscribe option.

Cancellation less than 5 business days prior to the scheduled broadcast date requires payment in full.

**SOURCE:** 100% Opt-in subscribers requesting information on various offers, services, publications and periodicals from EarningsWhispers.com.

**MINIMUM TEST:**  
10,000

#### MATERIALS:

Cheshire Labels	N/C
Floppy Disk	\$15.00
CD-Rom	\$15.00
P/S labels	\$10.00/M
E-Mail	\$15.00

#### SELECTS:

State	\$ 5.00/M
Keying	N/C
Run Charges	\$10.00/M
Phones	\$10.00/M

#### List Information

Contact:

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NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER

MINIMUM ORDER: 10,000 2 SMP REQUIRED. 20% COMMISSION TO RECOGNIZED BROKERS. ORDERS CANCELLED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.

ALL CANCELLED ORDERS LESS THAN 5 BUSINESS DAYS PRIOR TO THE SCHEDULED BROADCAST DATE REQUIRES PAYMENT IN FULL.

CARD# EW1



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