

# Wall Street's Investors Edge Online Newsletter

Opt in E-Mail Addresses



341,406 Opt-in E-mail Addresses \$80/M

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



### PROFILE:

Reach affluent, highly motivated, current subscribers/investors who have opted-in to this award winning financial e-newsletter to receive up-to-the-minute news on all trading markets, alerts on small cap and micro cap companies, IR information, IPO alerts and the latest financial/investment product information that will give them the "edge" on trading profitably.

Our user survey reveals that 90% of these affluent, highly motivated investors trade online and execute an average of at least 3 trades per month. They have an above average income of \$175,000K+. All are online product buyers.

This real time e-news letter delivers timely financial information to these active investors directly to their e-mail inbox. Plus all of these subscribers/investors have also opted-in to receive 3rd party investment related offers and promotions.

### RECOMMENDED USAGE:

**These 100% opt-in verified, 3<sup>rd</sup> party requesters are excellent targets for:**

*Investment offers, Newsletter offers, Computer software, Financial publications, Credit card offers, Travel and leisure, Online services.*

### SOURCE:

100% Double Opt-In (a follow up e-mail was sent for verification),  
100% permission based to receive 3<sup>rd</sup> Party offers

This file has been run against:  
The DMA's E-Mail Preference Service

### MATERIALS:

DISKETTE: \$15.00  
CD-ROM: \$15.00  
E-MAIL: \$15.00

MINIMUM TEST  
20,000

### SELECTS:

State \$ 5.00/M  
Keying \$ 2.00/M  
Run Charges \$10.00/M  
Phones \$10.00/M

### List Information

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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# WSIE



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