



The Premier Provider of Permission-Based Marketing Solutions

iDirect Network

Total File Size
506,160

Base Price:

| | |
|----------------|---------|
| US Direct Mail | \$95/M |
| Telemarketing | \$250/M |

Selects:

| | |
|---------------------------------------|--------|
| Hotline Fee | \$10/M |
| Gender | \$6/M |
| State, SCF | \$6/M |
| Zip | \$8/M |
| Keying | \$3/M |
| Run Charges | \$8/M |
| Demographics & Lifestyle Enhancements | \$10/M |

| | |
|----------------------|--------|
| Minimum Order | 7,500 |
| Net Name | 50,000 |

Policy

Sample mailing piece or telemarketing script is required for List Owner approval. All rentals are for a one-time usage only. Please inquire for unlimited use pricing. Re-uses must be cleared by the List Owner prior to mailing.

Orders cancelled after fulfillment and before the mail date will incur an \$85/M cancellation fee, \$10/M running charge, selection fees, and shipping fee. Orders cancelled after the mail date must be paid in full.

Commissions paid to recognized list brokers, advertising agencies, and sales agents.

Reach a growing number of individuals who join the business opportunity network in order to start making more money right away! These individuals provide information such as their postal, email and telephone numbers in order to reach the top leaders in the home based business community and start a successful business of their own. They are ideal leads for retail, financial, home mortgage, business opportunity and networking offers!

Demographic Selects

- Age
- Income
- Buyer/Responder
- Mail Order Buyers
- Online Responder
- Length of Residence
- Presence of Children
- Number of Children
- Age of Children
- Homeowner
- Dwelling type
- Renter
- Marital Status
- Home Value
- Net worth
- CC Holder
- Occupation
- Education Level
- Political Affiliation
- Ethnicity
- Religion
- Vehicle Data

30 Day Response Hotline Offer Categories

- Auction
- Auto Shopping
- Bankruptcy
- Cable/Internet Services
- Computer Products
- Consumer Products
- Credit Cards
- Dating Services

- Debt Management
- Education/Scholarships
- Electronics
- Entertainment
- Financial/Loan Products
- Food
- Gifts & Collectibles
- Health, Beauty and Fitness
- Home Business
- Home Improvement
- Insurance Services
- Investments
- Legal Services
- Membership Clubs
- Military
- Mortgage
- Research and Surveys
- Sweepstakes/Premiums
- Tax Services
- Telecom, Long Distance
- Telecom, Wireless
- Travel

Lifestyle/Interest Selects

- Boating/Sailing
- Camping/Hiking
- Casino Gambling
- Charitable Causes/Donors
- Collectibles/Collecting
- Contests/Sweepstakes
- Dieting
- Fitness
- Electronics
- Computers

- Online Access
- Fishing
- Hunting
- Cigars
- Foreign Travel
- Business Travel
- Family Travel
- Frequent Travelers
- Timeshares
- Gardening
- Organic Gardening
- Cooking, Baking, Culinary Arts
- Home Decorating
- Home Improvement
- Investing
- Motorcycle Owners
- RV Owners
- NASCAR
- Winter Sports
- Sports
- Fashion and Apparel
- Plus Size Fashion
- Pet Owners
- Photography
- Traveling
- Vehicle Owners/Information
- Wine
- Music Type
- Reading Interest
- SCUBA
- Scrapbooking
- Yoga/Pilates
- Ailments
- Cell Phone Owners



Contact our sales team today for updated counts or for additional information.

Jon Neveloff
VP OF DATA ACQUISITION
P 561.955.9660 x247
F 561.955.9151
E jon.neveloff@vayan.com

Theresa Dali
ACCOUNT MANAGER
P 561.955.9660 x242
F 561.955.9151
E theresa.dali@vayan.com