

Order Today

1-866-362-4577

listinfo@returnpath.net
or contact your sales rep

Postmaster Direct B2C Email Masterfile

6,036,233 Subscribers

\$100/M*

30 Day Hotline: 310,865

90 Day Hotline: 718,739

Reach respondents who want to hear from you. The Return Path Postmaster Direct B2C Masterfile is the largest compiled DOI file available and contains millions of double opt-in, highly targeted consumers who are curious to hear about their particular interests – online shopping, gaming, entertainment, next generation electronics, and more! This audience is responsive and online savvy. Top sources include: Webshots, Experience.com, Askmen.com, and BabiesOnline.

<u>Interests</u>	<u>Counts</u>	<u>Interests</u>	<u>Counts</u>
Apparel	81,065	Home And Garden	132,564
Arts And Crafts	45,613	Home Improvement	9,628
Beauty	73,675	Home Owners	53,937
Books	495,471	Investing And Finance	211,917
Broadband	191,124	Jewelry	27,006
Charities	12,770	Laptops	307,355
College Students	133,972	Magazines	43,552
Computer Peripherals	6,131	Movies	210,362
Consumer Electronics	424,932	Movies And Entertainment	159,349
Contest And Sweepstakes	292,809	Mp3	102,278
Cooking	67,391	Music	254,535
Credit Cards	186,857	Online Shopping	389,125
Desktops	159,379	Parenting	233,572
Diet And Nutrition	86,137	Pc Games	141,656
Digital Cameras	91,345	Pets	55,479
Education	337,962	Printers	52,516
Employment	78,992	Seniors	26,297
Entertainment	3,750,137	Sports And Recreation	122,361
Family	88,212	Surveys	4,835,283
Games	218,880	Toys	32,042
Gifts	53,233	Travel And Leisure	392,419
Golf	6,307	Video Games	18,281
Handhelds	125,269	Wireless Communications	347,448
Health And Fitness	310,238		
Health And Nutrition	10,885		

Contact listinfo@returnpath.net for additional categories of interest.

Targeting is determined by subscriber-selected categories of interest. List rental is limited to relevant offers.

Last Updated: 02-06-08

Counts Updated Daily

Minimum order: 10,000 names

Source: 100% double opt-in (Internet)

* List prices may vary by list source and market segment

Orders Include:

(At no additional charge)

- Merge/Perge of concurrent orders
- Previous order omits
- HTML and rich media
- HTML open rate and click through tracking accessible online
- Image hosting
- 24 to 48 hour turn around time
- A/B splits (\$50 per additional creative)

Selection Charges:

Age	\$10/M
Gender	\$10/M
Income	\$10/M
SCF/Zip	\$10/M
State	\$10/M
Country	\$10/M
Domain	\$30/M
Transmission	\$30/M
3rd Party Merge/Purge*	\$300/M
Internal File Suppression:	
Less than 250,000 records	\$250/F
Over 250,000 records	\$500/F
Recency:	
90 Day	\$10/M
30 Day	\$15/M

*(Approved service bureaus only)

With more than 33 million double opt-in, highly targeted email prospects to choose from, customer acquisition can be easy and effective. Return Path's Postmaster Direct database is the only fully patented, double opt-in list rental option, ensuring relevant and targeted data from qualified, engaged prospects.

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For more information please contact:

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