

Order Today
 1-866-362-4577
listinfo@returnpath.net
 or contact your sales rep

MSNBC Email Masterfile

7,675 Subscribers

\$200/M*

Monthly and quarterly hotlines available

MSNBC.com delivers an appealing, influential and upscale audience of consumers and business professionals. MSNBC's breaking-news coverage and easy access to relevant news and information make it the news site visited most by Internet users. MSNBC.com draws a well-educated and technologically savvy audience that is attractive to advertisers across a wide range of brand identities.

<u>Interests</u>	<u>Counts</u>	<u>Interests</u>	<u>Counts</u>
Autos	1,503	Telecommunications	1,228
Books	2,285		
Business Opportunities	1,451		
Charities	772		
Computers	2,501		
Consumer Electronics	1,902		
Entrepreneurs	1,229		
Family	1,528		
Food And Wine	1,578		
Free Stuff	3,219		
Games	1,510		
Gifts	1,432		
Health And Fitness	2,754		
Home Owners	1,779		
Internet Marketing	1,145		
Investing And Finance	2,433		
It Professionals	1,226		
Magazines	1,669		
Movies And Entertainment	2,692		
Music	2,294		
Online Shopping	1,487		
Small Business Owners	1,099		
Software	1,628		
Sports And Recreation	1,429		
Surveys	1,319		

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.

For more information please contact:
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