

**Order Today**

1-866-362-4577

listinfo@returnpath.net  
or contact your sales rep

## SubProfile Email Masterfile

**7,460 Subscribers**

**\$100/M\***

Monthly and quarterly hotlines available

SubProfile is the original and most popular free AIM profile service. With over 2 million registered users, SubProfile allows AOL Instant Messenger users to expand and customize their profile. Since SubProfile is targeted towards instant messenger users, their subscribers are Internet-savvy and spend a lot of time online. SubProfile's visitors are mostly teenagers and college students.

<u>Interests</u>	<u>Counts</u>	<u>Interests</u>	<u>Counts</u>
Affiliate Programs	47	Science Fiction	23
Apparel	39	Sports And Recreation	403
Auto And Transportation	196	Surveys	1,561
Books	13	Travel And Leisure	10
Broadband	103	Web Design	313
Cds	865	Webmasters	197
Christianity	33	Wireless/Wifi/Bluetooth	92
Computers And Technology	169		
Consumer Electronics	218		
Contest And Sweepstakes	536		
Desktops	370		
Dvds	663		
Entertainment	1,590		
Fashion And Beauty	476		
Free Stuff	2,316		
It Professionals	76		
Laptops	590		
Mortgages	3		
Movies And Entertainment	1,020		
Mp3	566		
Music	1,494		
Mystery	40		
Online Shopping	161		
Parenting	6		
Pc Games	54		

Contact [listinfo@returnpath.net](mailto: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/Purge 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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