



# Data Cards

## 1TM Mortgage Holders Opt-in Email Hotline Database

One of the most comprehensive targeting tools to reach mortgage holders.

29,549,007

EMAIL

\$65.00/M

This file is updated monthly.

**Options Media's Industry-leading 1TM Mortgage Multi-Channel Marketing Database** is a compiled database of motivated online consumers who have mortgages. It is sourced from our vast network of permission-based websites and is updated monthly. Our subscribers have specifically requested to receive promotions and offers on specific areas of interest.

**We get your message to the right audience!**

Targeted campaigns are the key to successful online results. Our lists are enhanced with all the key demographics and lifestyle selects to get your offer to the most responsive consumers. By targeting those consumers that are most likely to buy your product or service.

**Options Media's 1TM Database offers 700 different data selections. Please inquire about our full range of available targeting criteria.**

Presence of Pool Indicator	Number of Families in Residence
Construction Year Range	Dwelling Type
Deed Closing Date (YYYYMM)	Structure year/Purchase year
Deed Recorded Date (YYYYMM)	Home Market Value Range
Mortgage Amount	Dwelling/Property Type
Purchase Price	Living Area Square Footage Range
Calculated Equity at Time of Purchase	Assessed Value Range
Home Sale Price Code Range	Available Equity Range
Purchase Amount Range	Lot Size

Options Media and its subsidiary, 1Touch Marketing, offer precision digital and direct marketing solutions including email marketing, sms/mobile marketing, and lead generation.

# Pricing Information

## \$65/M Email

Minimum order \$1000.00  
30, 60 and 90-day Hotlines are available please inquire for quote.

## sms & Postal: Call for Pricing

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Available selects include:

Hhld Credit	\$10/M
Hhld Income	\$10/M
Interest & Lifestyle	\$10/M
Age	\$10/M
Ethnicity/Race	\$10/M
Language Preference	\$10/M
Marital Status	\$10/M
Presence Children	\$10/M
Presence of Senior	\$10/M
Own/Rent	\$10/M
Education Level	\$10/M
Geo Location	\$10/M

Broadcasting and tracking reports are included in CPM price.

Hosting \$50Flat  
Creative services available please inquire.

Standard Broker Commission 20%

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