



Data Cards

1TM Parents Multi-Channel Marketing Database

One of the most comprehensive targeting tools to reach parents of every-aged child.

47,761,994 EMAIL

\$65.00/M

This file is updated monthly.

Options Media's Industry-leading 1TM Parent Multi-Channel Marketing Database is a compiled database of motivated online parents. 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 parents 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 including:

- Pre-Natal
- New Parents
- Parents by Age of Child & # of Children in Household
- Parents of College-Aged Children
- Parents by Income, Ethnicity, Race, Marital Status, Credit and more!
- Parents by Buying Habits & Interests
- Parents with Investments
- Parents with Pets
- Parents Buying a Car
- Parents with Seniors in the Household

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

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

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%

123 NW 13th Street, Suite 300, Boca Raton, Florida 33432
561.368.5067 Phone | 561.892.2618 Fax | 888.668.0757 Toll Free

www.optionsmedia.com, www.1touchmarketing.com
info@1touchmarketing.com

