



# Data Cards

## 1TM Senior Consumer Opt-in Email Database

One of the most comprehensive targeting tools to reach the lucrative Senior Citizen market & Families with Seniors

29,800,953 SENIORS \$65.00/M

This file is updated monthly.

Options Media's Industry-leading 1TM Senior Consumer Multi-Channel Marketing database is a compiled database of motivated online Senior Consumers. 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 Seniors.

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

- Grandparents/Grandparents of college-aged
- Senior Homeowners & Mortgage holders
- Senior Investors
- Senior Travelers
- Senior Buyers & Mail Order Buyers
- Senior Credit Card Holders
- Senior Donors
- Seniors with Sports interests
- Seniors with Music interests
- Seniors who Read
- Seniors by Income
- Seniors by Ailement or Rx prescription
- Families with a Senior Occupant

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.

## 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.

Personalization is available please inquire.

Standard Broker Commission 20%

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