



# On The Go Cell Phone Users

**November 7, 2011**

Average Monthly Hotline 117,300 \$100/M

Phone Numbers \$200/M

Reach out to these 'On-the-go' consumers who use their cell phones and PDA's for staying in touch, text messaging, downloading audio and video, and browsing the Internet.

These 'First to Respond' cell phone users are educated, techno savvy, affluent individuals, and lead active lifestyles. They have the discretionary income to spend on offers that will help enhance their lifestyle.

These individuals responded online to sweepstakes offers, surveys, opt-in forms and pop-ups and will respond well to the following offers: Voice Over Internet Protocol (VOIP) telephony calling services, cell phones, credit cards, loans, hardware and software, long distance, travel, computers, investment advice, seminars, etc.

**Source**  
**Online**  
**Direct Mail**  
**Kiosks**  
**Telemarketing**  
**In Store**

**Minimum Order:**  
**5,000 records**

**Selections:**  
**SCF \$7/M**  
**Gender \$7/M**

**Format:**  
**Diskette \$25/F**  
**Mag Tape \$25/F**  
**E-mail/FTP \$50/F**

**85% Net:**  
**25,000 or more**  
**\$6/M running**

Terms and Conditions: Stated prices are for one time use only. Orders canceled before mail date are subject to \$10/M running charges and a \$50 flat cancellation fee. Orders cancelled after the mail date on purchase order, will be charged full price. We believe the information concerning this list to be accurate; however we do not guarantee its accuracy or the outcome of the mailing. We are not liable for any damages or loss sustained through use of this list, or for any special or consequential damages, and in no event shall our liability exceed the price of the list.

