

# BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

44900V

## BACK TO SCHOOL BUYERS - OPT IN EMAILS

K - 12 and college students will be going back to school in the next few weeks. Parents will be spending billions – an expected \$75 billion as estimated by the National Retail Federation to be exact – as their kids head back to the classroom. The money parents spend this fall to equip their K-12 and college students for school is second only to the holiday season. From school supplies to clothing to mini-fridges for the dorm, this is a great time to capitalize on the marketing dollars that will be spent on back to school purchases. All are opt-in qualified. Select by age, income, gender, homeowners and more to reach your desired marketing audience.

### Total Database - 8,721,236

Available Selects - \$5/M

|  | <u>Opt In Emails</u> |
|--|----------------------|
| School Shopping: Retail Stores, Online & Catalog | 8,721,236            |
| Early Shoppers-Before School Starts              | 3,011,136            |
| Late Shoppers-After Schools Begins               | 1,357,168            |
| Electronics Shoppers-Tablets, Smart Phones       | 2,987,753            |
| Athletes/Sports Shoppers-Gear & Apparel          | 478,755              |
| High End Clothing & Accessories                  | 555,001              |

|                                       |   |
|---------------------------------------|---|
| Age of Parents                        | * |
| Age of Students                       | * |
| Private School                        | * |
| Public School                         | * |
| College Bound or Returning to College | * |

\* Please inquire for counts

### Terms and Pricing

|                |         |                                  |        |                 |         |
|----------------|---------|----------------------------------|--------|-----------------|---------|
| Email Campaign | \$130/M | Age/Gender/Geo Select            | \$5/M  | Personalization | \$100/F |
| Minimum Order  | 10,000  | Income/Title/Job Function Select | \$5/M  | A/B Split       | \$100/F |
| Minimum Price  | \$1,500 | Transmission/Blast               | \$20/M | Suppression     | \$100/F |

*Brokers Welcome*