

## 1TM Gen X/ Gen Y Consumer Multi-Channel Marketing Database

One of the most comprehensive targeting tools to reach young consumers just starting out in new homes, new jobs and new lives!

51,567,668	EMAIL	\$65.00/M
	POSTAL- CALL FOR COUNTS & PRICING	
	SMS- CALL FOR COUNTS & PRICING	

This file is updated monthly.

Options Media's Industry-leading 1TM Gen X/Gen Y Consumer Multi-Channel Marketing Database is a compiled database of motivated online young-adult 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 Gen X/Gen Y 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 including:

- Gex X/Gen Y First Home Buyer
- Gex X/Gen Y First Car Buyer
- Gex X/Gen Y Getting Married/Newly Married
- Gex X/Gen Y Expectant/New Parent
- Gex X/Gen Y Grad School Student/Student Loan Holder
- Gex X/Gen Y Early Adopters
- Gex X/Gen Y Establish Credit/New Investor

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 and sms: 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%

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