



# Data Cards

## 1TM Licensed Drivers

### Multi-Channel Marketing Database

One of the most comprehensive targeting tools to reach Drivers across the U.S. by interest and demographic data.

53,283,100	EMAIL- DRIVERS	\$65.00/M
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This file is updated monthly.

Options Media's Industry-leading 1TM Licensed Drivers Multi-Channel Marketing Database is a compiled database of motivated online consumers who are licensed to drive in the United States. 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 Vacationers. 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.

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

### sms and Postal - Call for Pricing

Minimum order \$1000.00  
30, 60 and 90-day Hotlines are available  
please inquire for quote.

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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