



# DATA CARD

## U.S. Lottery & Gambling Enthusiasts Matching Email Addresses 2,138,199

### Sub-Selects

\$5/CPM - \$20/CPM

- Age
- City
- Gender
- State
- Zip

### Minimum Order

10,000

### Recognized Broker

Commission: 20%

### Cancellation After Email

Test Fee: \$500

### Opt-in Email Addresses \$100 /M

Estrela Marketing Solutions Lottery & Gambling Enthusiasts List is composed of individuals who have filled out an extensive questionnaire, providing us with information on their demographic, psychographic and geographic characteristics. This segmented database gives advertisers the capability of targeting more than 1.5 million lottery and gambling enthusiasts residing in the US, who have expressed interest in receiving email offerings of different products and services specifically tailored to their specific interest.

These are ideal prospects for: on-line casinos, casino destinations, bingos, lotteries, sweepstakes, on-line game sites, on-line tests and surveys, credit cards, ecommerce offers, merchandise in general and everything having to do with sweepstakes, lotteries and gambling. This is the opportunity to target consumers based on their hobbies and interests.

### Delivery includes:

- Text message (English, Spanish and/or Portuguese)
- HTML message (English, Spanish and/or Portuguese)
- Tracking of Click-Throughs, and Open Rates

### Creative Services:

- HTML Email Design
- Translation of creative and/or landing page
- Internationalization and consulting services
- Rates vary with service. Please consult with your account manager

### \* Deployment charges and conditions:

- Tracking at no additional cost
- Estrela Marketing Solutions advises 3 links per copy. Creative with excessive links may have additional charges. Charges will be determined on a case to case basis.

### Sources

Web sites, managed databases, newsletters, opt-in surveys

### Our Commitment

Every email recipient has registered on one of our sites or with one of our affiliates requesting to receive information on lottery and gambling related topics. We disclose our name and contact information of every email sent in accordance with accepted anti-spam policies.

Delivery is 100% guaranteed.

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