



DATA CARD

U.S. Pets Enthusiasts Matching Email Addresses 2,374,892

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 Pets 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 pets and animal 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: pet products, veterinary services, animal sites, pet clubs, pet and animal magazines, pet food promotions, pet grooming services, animal apparel, merchandise in general, and any product or service relevant to pets. 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 pet 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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