



## DATA CARD

### U.S. Hobbies & Games Enthusiasts Matching Email Addresses 2,019,276

**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 Hobbies & Games 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 hobbies and games 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: different clubs, collector's items, video games, music clubs, hardware and software offers, PCs, wireless, Internet services and high speed access, electronic games, gaming apparel, gaming magazines, online shopping, merchandise in general, and any product or service relevant to computer games. 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 hobbies and games 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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