

# Email addresses for Homeschooling Families

TF036

**Total list: 20,000+**

**Base Price .... \$30/M**

This file consists of families with an interest in homeschooling. Almost 100% Christian, they are very concerned about family values, generally politically conservative, pro-life and tend to be leaders in their local Churches. List is cleaned regularly with the entire list successfully transmitted with opt-out option with the last 10 days with all failures and opt outs immediately removed from the list. Only charged for successful transmissions. Pricing includes transmission, cost of email and click thru counter report.

Minimum Order: \$700 includes \$100 setup

**Profile:**

Opens/Responders ----- 17,907  
Email addresses with a mailing address ----- 14,765

**Selection Charges:**

Responders/Opens -----N/C  
Head of Household Age -----N/C  
Age of Children -----N/C  
Income -----N/C  
State/Zip/SCF/County/DMA/MSA -----N/C  
Radius ----- \$25/Ea.

**Head of Household Age:\*\***

Ages 18 to 29 ----- 243  
Ages 30 to 39 ----- 2,240  
Ages 40 to 49 ----- 4,089  
Ages 50 to 59 ----- 2,920

\*\*Any age range may be selected.

**What You Need to Provide:**

Email must be in HTML format and should not contain absolute positioning or javascript. Total size of all images should not exceed 100KB to insure optimal transmission and load time. Ask for specifications sheet before submitting copy.

**Income:**

\$15,000 to \$34,999 ----- 1,426  
\$35,000 to \$49,999 ----- 2,135  
\$50,000 to \$74,999 ----- 2,849  
\$75,000 to \$99,999 ----- 1,585  
\$100,000+ ----- 2,193

Setup/transmission charge is \$100 and includes required header and footer, setup of links with counters, proofing in all major email ISP's, spam scoring and results reporting. Text only version setup for non-HTML addresses.

**Ages of Children:**

Age 0 to 3 ----- 1,347  
Age 4 to 7 ----- 2,296  
Age 8 to 12 ----- 4,118  
Age 13 to 18 ----- 3,926

Basic HTML creation fee is available for \$100 per email. Layout, text & graphics can be sent via email to Tri-Media in any word processing format. Up to 500 words permitted. Includes up to two hours of creation time. Additional time at \$75/hr.

**Important Notice:**

Cancellation fee: Since dates are reserved exclusively, there is a \$700 cancellation fee if cancelled within two weeks of the transmission date.

Advanced HTML creation is available for \$250 per email for more complicated layouts, emails with multiple offers and emails requiring re-sizing/cleanup of multiple graphics. Includes up to four hours of creation time. Additional time at \$75/hr.

Copy due 2 weeks in advance of transmission date.

**If this list interests you, we also recommend:**

- TC032 Emails for Churches/Church Leaders
- TF041EChristian Families Emails Addresses

Design services quoted separately.

3 Time Frequency Discount ----- 10% Off

<b>Tri-Media Marketing Services</b>	
<b>Neal Siegel, President</b>	<b>800-874-0338</b>
<b>Fran Pintozzi, VP Marketing</b>	<b>800-874-0339</b>
<b>Rob Ambrose, Marketing Consultant</b>	<b>800-874-3880</b>
<b>Lori Guiang, List Broker</b>	<b>800-874-0338</b>