

# BUYER ADVANTAGE

## Players Club Sweeps @ Postal & Email Address

1,247,925	Players Club Sweeps @ Postal Address	\$90.00/M
792,400	Players Club Sweeps @ Email Address	\$115.00/M
108,778	Monthly Hotline	+10.00/M
	Weekly Hotline	+15.00/M
	Daily Hotline	+20.00/M

### List Description

People on the Player's Club Sweeps file are hardcore sweepstakes and contest entrants. They have high hopes of hitting the jackpot for cash and prizes. They consistently spend on lottery tickets, online betting and at casinos. It's a way of life for them. Reach these impulse shoppers at their postal and email address with highly promotional offers, low end offers, sweeps, astrology, self-improvement, insurance, credit cards, subscriptions, catalogs and more.

### Selections

Age .....	6.00/M
Gender .....	5.00/M
Ethnicity.....	5.00/M
Homeowner .....	5.00/M
Income .....	5.00/M
Lifestyle .....	10.00/M
Phones .....	20.00/M
Co-Registration Responders .....	5.00/M
E-mail/Ftp .....	50.00
Key Coding .....	5.00/M

### Source

Primarily Sweepstakes and Co-Registration Websites as well as Online Betting .

Please inquire about availability  
of other selects not listed.

**Minimum Order: 10,000**



**FOCUS USA**  
 1 University Plaza, Suite 300, Hackensack, New Jersey 07601  
 Tel: (201) 489-2525 Fax: (201) 489-4499  
 E-mail: info@focus-usa-1.com  
 www.focus-usa-1.com



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