

# List Profile for: Rewards Central - Email Consumer Database

## List Type: Consumer

### What's This List About?

Formerly known as Email Cash, REWARDS CENTRAL is still the biggest and best! This fabulous, unique membership database allows you to send precision-targeted emails to members of the REWARDS CENTRAL opt-in database.

List members have agreed to receive marketing message, so everybody on this list is there because they WANT to be. This means you can really target your email campaign to people who care! Members are incentivised by points to click on the link in your email . [GUARANTEED 25% CLICKTHROUGH TO YOUR WEBSITE FOR EMAIL CAMPAIGNS!](#)

### Pricing & Selections ex GST

**# of records** AUSTRALIA 620,000+ NEW ZEALAND 145,000+ TAIWAN 300,000+

<b>Pricing</b>	<i>Tiered pricing comes into effect as volume increases (e.g. to send 25,000 emails the 17c rate will apply after the first 10,000 emails).</i>	
	<b>Email Campaign</b>	
	0-10,000 emails	27c per email
	10,001-25,000 emails	17c per email
	25,001-50,000 emails	14.5c per email
	50,001-150,000 emails	12c per email
	Over 150,000	9c per email
	To whole database	Please ask
	<b>Setup</b>	\$395.00
	Minimum order	\$2,500.00
	<b>Other Options</b>	
	Urgent Turnaround	Extra \$295.00
	Testing 2 different creatives	Extra \$295.00
	Staggered Campaigns - Up to 3 staggered emailings	Extra \$295.00
	Deduping against your list	Extra \$295.00
	Postal Data is also available for most of the list.	27c per record.
	Postal can be a combo with email (postal sent to you)	47.5c per record for combo

<b>Selections</b>	<b>Targeting available</b>
	<ul style="list-style-type: none"> <li>• Gender</li> <li>• Age group</li> <li>• State, Postcode or metro &amp; regional</li> <li>• Marital Status</li> <li>• Income, Job titles</li> </ul>
	<b>Plus many different lifestyle categories including...</b>
	<ul style="list-style-type: none"> <li>• Health</li> <li>• Travel</li> <li>• Internet &amp; Technology</li> <li>• Financial</li> <li>• Home</li> <li>• Country of Birth and languages spoken....MANY MANY MORE...please ask us for info</li> </ul>
	<b>A 20% discount is available for registered charities</b>

### Anything Else I Need To Know?

**Deliverability** 100%

**Terms & Restrictions** All email sending is done by the list owner. Your email sent co-branded with list owner  
Reporting on clickthroughs is provided for email campaigns  
All campaigns subject to preapproval

### Delivery Format & Turnaround

**Format** Your HTML email

**Turnaround** Allow at least 1 week to book.  
All creative must be in at **least 3 days prior** or late fees apply

**Payment** Pre payment (unless otherwise negotiated).