

# 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!

**GUARANTEED 25% CLICKTHROUGH TO YOUR WEBSITE FOR EMAIL CAMPAIGNS!**

Members are incentivised by points to click on the link in your email

### Pricing & Selections ex GST

<b># of records</b>	AUSTRALIA 620,000+ NEW ZEALAND 145,000+ TAIWAN 300,000+
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<b>Pricing</b>	Email Campaign – Basic Profiling	25c per email*
	Advanced Profiling	27c per email
	Postal Data Rental (direct mail)	27c per record
	Email + Postal combination	47.5c per record
	Setup	\$395.00
	Minimum order	\$1,750.00
		<i>*volume breaks apply for campaigns 10K+ emails. Please ask</i>
	<b>Other Options</b>	
	Testing 2 different creatives	Extra \$295.00
	Staggered Campaigns - Up to 3 staggered emailings	Extra \$295.00
	Deduping	\$295.00

<b>Selections</b>	<b>Basic 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>Advanced Profiling can include...</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</li> <li>• MANY MANY MORE...please ask us for more info</li> </ul>
	<b>A 20% discount is available for registered charities</b>

### Anything Else I Need To Know?

<b>Deliverability</b>	100%
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<b>Terms &amp; Restrictions</b>	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
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### Delivery Format & Turnaround

<b>Format</b>	Your HTML email
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<b>Turnaround</b>	Allow at least 1 week to book. All creative must be in at <b>least 3 days prior</b> or late fees apply
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<b>Payment</b>	Pre payment (unless otherwise negotiated).
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