



## Consumer in U.S. Email Address

<b>Consumer email Pricing (cost per thousand records)</b>	<b>Retail CPM</b>	<b>CPM</b>
<b>Base Rate</b>	\$50.00	\$45.00
<b>1 to 5 Selects</b>	\$10.00	\$2.00
<b>Over 5 Selects</b>	\$25.00	\$2.00
<b>Discretionary Spending Index (DSI)</b>	\$36.00	\$32.40
<b>Premium Income</b>	\$16.00	\$14.40
<b>ANGLERS</b>	\$16.00	\$14.40
<b>PYCO</b>	\$40.00	\$36.00
<b>Phones</b>	\$10.00	\$9.00
<b>Minimum order</b>	\$1000.00	\$450.00*
<b>*Flat Rate Fee</b>		

The email address will be retained and deployed by V12 Group. A V12 Group representative will contact you to coordinate the email deployment.