

# Investors Alley Postal List

Active Traders of Stocks, Options, Futures, ForEx, and Bonds

## Updated Counts!

303,404	Subscribers & Buyers	\$175/M (*)
	Recency	+\$15/M
	Combined Postal/Email	\$285/M (**)

The **Investors Alley** postal list reaches investors who are all active traders in stocks, options, futures, foreign exchange markets, and bonds. They are individuals *with above average portfolio sizes* who control their own self-directed funds, using information, resources, and services to help them with their decision making process.

Everyone on this list has visited the **Investors Alley** web site, located at <http://www.InvestorsAlley.com>. The website provides concise financial market information covering what's hot in the news, strategies for optimizing your money, trends and changes that impact the financial markets, as well as insights from site guests, experts, and financial gurus. One of the response actions at the site is to register to receive the free Investment E-letter entitled *The Market Cap*, which provides timely investment information on a weekly basis. *Everyone on the postal file is a subscriber to The Market Cap E-letter.*

Postal address information is acquired via continuous E-mail campaigns to the installed subscriber base, offering incentives, reports, or other action items to procure the postal address. Also, co-registration activities with other leading financial and investment newsletter publishers are deployed to acquire subscribers to *The Market Cap* and to obtain the postal address.

Investors are offered an up sell to *Market Insider*, which is an active trading service offered by **Investors Alley**. *Market Insider* provides investors with premier, concierge services for their specific investment needs, including specific, action-oriented trading ideas and recommendations. The service is available for \$90 a month (paid via a credit card), with communications done via a private access web site and personalized E-mail communications.

The **Investors Alley** postal list reaches upscale investors who demand information, products, and services that will help them make informed decisions on their self-directed stock portfolios. They are individuals who have shown their willingness to purchase tools and services that will help them improve their trading profits. *They are receptive to a wide range of financial, technology, SOHO, and upscale consumer direct mail offers.*

### USAGE SUGGESTIONS INCLUDE:

All Financial/Investment Offers, Small Office/Home Office Offers, High-Tech Products & Services, Computer Hardware, Software, Office Supplies, Internet/Communication Offers, Cell Phone Offers, Online Banking/Online Investing Offers, Catalogs Offers, Books, Magazines, Newsletters, Upscale Consumer Offers, Health and Fitness Offers, Self Improvement Offers, and More!

For more information, contact Jerry Whiteway at (954) 360-0644, x204 or via email at [jwhiteway@metaresponse.com](mailto:jwhiteway@metaresponse.com). Visit us online at <http://www.metaresponse.com>.

(\*) Non-financial offers are based at \$125/M; Fundraisers at \$75/M

(\*\*) Includes Email Transmission Fee. HTML subject to approval by the List Owner. Images must be hosted by the mailer or their service bureau.

Source Internet

### Selections

Gender \$7/M  
Keycoding \$7/M  
Geo \$7/M

Email \$65 Flat  
Fulfillment

FTP Transfer \$75 Flat

A signed List Rental Agreement is required for all test orders. Sample mailing piece is required for List Owner approval. All orders are placed on a reciprocal rental basis.

All rentals are for a one-time usage only. Cancellations after processing will incur a \$50/F fee, \$10/M running charges and applicable shipping costs.

Re-uses must be cleared by the List Owner prior to mailing.

Order Minimum 5,000

Rev 01.19.17

NCOA'd Quarterly

