

Basketball Fans Mailing List

Total Universe: **20,06,314**

Base Rate: **\$85.00/M**

Description Summary

Score bigtime with AmeriList's Basketball Fans database. These fanatics are always looking for more ways to get involved with basketball, whether it be by attending games and events, buying basketball clothing and merchandise, watching basketball on TV, or anything else related to shooting hoops. These prospects can be reached through direct mail, telephone, or email with this file, and are highly responsive when it comes to marketing. Updated monthly, our data is the most accurate and complete in the industry. Eligible for many types of offers, these basketball fans are valuable prospects for a variety of promotions and deals!

How Our Data is Compiled

Our Basketball Fans Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider the Facts

- ✓ The NBA, as a whole, generates more than \$7 billion in revenue per season
- ✓ In 2017, over 20.5 million viewers watched the NBA finals on TV

Recommended Usage

This mailing list is recommended for many types of offers, including, but not limited to NBA, WBNA, NCAA, fan merchandise, basketball equipment and accessories, sweepstakes and contests, travel, entertainment, and much more.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age	Ethnicity	Income	Presence of Children
Gender	Education Level	Occupation	Hobbies & Interests
Geography	Dwelling Type	Marital Status	Game(s) Attended

For additional information or list counts, contact your representative or list manager at 1.800.457.2899