

# Sports Enthusiast Databank



visit us online at [amerilist.com](http://amerilist.com)

Total Universe: 42,373,661

Base Rate: \$65.00/M

## Description Summary

Looking for consumers that eat, sleep, and breath sports? We have more sports fans in our database than any of our competitors. With our Sport Enthusiasts Databank, you can target your prospects by type of sport and over 100 various demographics, geographic and psychographic selections. Pinpoint prospects with accuracy and precision. This highly responsive list will deliver the results you need for your next campaign. Every name in our database is waiting to purchase anything and everything related to their favorite team.

## How Our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transaction Data. We verify our database by telephone to ensure 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 average sports fan spends \$200 or more on sporting event tickets per month
- The average sports fan owns over 20 pieces of team branded apparel
- The sports fans generally have a favorite team in at least three of the four major U.S. Sports
- Football is the most popular of the four major U.S. Sports
- College athletics edge out professional sports in popularity in the deep south.

## Recommended Usage

Our Sport Enthusiasts Databank is perfect for sports related offers, for consumer and business product marketers who are trying to reach sports fan.

## Popular Selections (for additional selections please inquire)

Age	\$5.00/M	Gender	\$5.00/M	Geography	\$5.00/M
Dwelling Type	\$10.00/M	Income	\$5.00/M	Favorite Sport	No Charge
Ethnicity	\$5.00/M	Phone	\$20.00/M		

## List ID

ALD493

## Market Type

B2C, U.S. Consumer

## List Channels

Postal, Email, Telemarketing

## Source

Lifestyle questionnaires, Controlled circulations, Opt-in e-mail, Internet/On-Line, Direct responses.

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Quantity: 5000

Price: \$325

## Net Name

Floor: 85%

Minimum Quantity: Inquire

Run Charge: Flexible

## Exchanges

Available

## Reuse

Available 50%

## Cancellation Charges

All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges.

## Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

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

Sales Leads • Mailing Lists • Email Marketing • Telemarketing Lists • List Management • List Brokerage • Data Processing

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