

## CityTWIST LOCAL AREA TARGETING

Visionamics's massive 240 million record database complete with email address, name, gender and full postal address enables the most comprehensive zip code radius targeting possible! ZIP code radius targeting allows you to select people that are nearest to your business. By only targeting people close enough to become your customer, you can be sure every advertising dollar is well spent.



Get your **FREE ZIP Code Analysis of Potentials Customers in your area!** at [www.CityTwist.com](http://www.CityTwist.com)

### RATE CARD

- » 10k - 25K ..... \$0.15
- » 25k - 50k ..... \$0.12
- » 50K - 200K .... \$0.08
- » 200K+..... \$0.05

\$1,500 minimum order.  
Geographic and gender Selects Included

- ▶ The Visionamics database provides the most email addresses in any specific area. Because of the finite audience available to local area advertising market penetration becomes extremely important. Our World Class Email Delivery system along with our White List status with major ISP's enables us to deliver your message to the most people in your area.
- ▶ People respond positively to email ads relevant to their city or neighborhood. They enjoy receiving offers and information they can take advantage of locally. Subject lines referencing their hometown advertising products and services always attract interest and are viewed as valuable.
- ▶ By targeting your local area we are able to drive foot traffic to your retail locations. Just like direct mail except it is Inexpensive, Highly trackable, Customizable and Fast to production allowing you to see a High Return on Investment.

***GREAT FOR:** Coupon marketing, Grand openings, Special Event Sales, Membership Drives, Branding...*

## FEATURES

- ▶ #1 Form of Communication
- ▶ World Class Email Delivery System
- ▶ White Listed with major ISP's
- ▶ Massive Database
- ▶ Highly Targetable
- ▶ Customizable
- ▶ Tracking & Reporting
- ▶ Direct 1 to 1 form of Communication



All email campaigns fully comply with the **CAN-SPAM Act of 2003**

## BENEFITS

- ▶ Most often used form of Communication
- ▶ Most Email addressees in any Specific Area
- ▶ High Penetration Rate
- ▶ Market Saturation
- ▶ Direct Response
- ▶ Drive Foot Traffic to Retail Locations
- ▶ Instant Path to more Information
- ▶ Fast to Production & Easily Modified
- ▶ Inexpensive
- ▶ Low Set-Up Costs
- ▶ Measurable Results

