

# Annual Database Lease Program



## Harness the marketing power of the BARS-DEK database for your own direct mail, email and telemarketing efforts.

Machalek Communications, Inc has been marketing to the bar market for over fourteen years sending over 250 million postcards and creating effective email campaigns for the past eight years. Our list is updated daily and proven deliverable and responsive!

We have developed unique expertise in compiling and managing our bars database. This is not a list that has been harvested from web pages. BEWARE of purchasing inexpensive email lists from data aggregators. Purchased lists often contain numerous spam trap emails that will put your email reputation with ISPs at risk.

*Data sources include Opt-Ins; BARS-DEK mail responses, customer data from key strategic partners; and new facilities registered with secretaries of state.*

We guarantee less than 5% of these emails will result in a hard bounce within 30 days of receipt of file.

### Lease Our Entire Bars Database Annually

**for only \$5,990 net**

That's like paying about 20 cents for the email address and getting the mailing address and phone number for free!

Includes more than:

**150,000 Mailing Addresses**

**100,000 Phone Numbers\***

**35,000 Email Addresses**

Lease the Email Database for just \$3,990 for annual use.  
Includes: Email addresses, and when available, the name, company, SIC, and state of recipients

### Lease A More Targeted Segment For Annual Use

Target your list based on geography or SIC

**Quote for records with emails for annual use:**

Number of Records Leased	Annual Use Rate	
	Email Only	With Address
1 - 1,999	\$.40	\$.50
2,000 - 4,999	\$.35	\$.45
5,000 - 9,999	\$.30	\$.40
10,000 - 19,999	\$.20	\$.25
20,000 - 29,999	\$.15	\$.20
30,000 - 50,000	\$.13	\$.18

Minimum charge \$300. Additional addresses at \$.20 each

Since these buyers have not opted into your specific email list you may find that your email service provider is unable or unwilling to send to them on your behalf. We can refer you to an excellent firm that we use as our email marketing partner.

This program is for unlimited use for one year. However, you must agree to comply with all CAN-SPAM requirements and to not send more than one email campaign per week as we do not want to fatigue these buyers with too many emails and risk creating opt-outs or complaints. You may not redistribute or share this list with any other parties.

List is seeded to detect unauthorized usage.

\*The mailing addresses and emails are updated regularly, the phones are not.

**Free quarterly updates upon request.**