

# The Franklin Prosperity Report Email List



# InfoMat, Inc.

Integrity, honesty and great customer service

## Description:

**The Franklin Prosperity Report** is dedicated to helping its readers save money each month with creative ways to cut your costs on groceries, insurance, travel, and everyday expenses so you can save more and spend less this year. Named after one of our Founding Fathers Benjamin Franklin, the newsletter follows Franklin's centuries-old wisdom and his principles of building wealth. After all, it was Franklin who said, "A Penny Saved Is a Penny Earned," and it is the motto we have adopted for the newsletter.

Each month **The Franklin Prosperity Report** follows in its namesake's footsteps and gives readers invaluable advice from a host of top-shelf, expert contributors on how to properly manage and maximize your money. Recent issues including topics such as *Pay Zero Taxes: 22 Expert Strategies to Reduce or Eliminate Your Income Tax*, *How to Save THOUSANDS on Healthcare Right Now*, and *A Costly Social Security Mistake to Avoid*.

With the help of the tips in each issue of **The Franklin Prosperity Report**, readers could save hundreds, perhaps thousands of dollars each and every month.

These subscribers are avid watchers of CNBC and Fox Business News. They turn to publications like *The Wall Street Journal*, *Barron's*, *Fortune Magazine*, *Forbes Magazine*, *Kiplinger's Magazine*, *Morning Star Publications*, *Money Magazine* and Financial Newsletters including those published by Agora, Money Map Press, Porter Stansberry, Sovereign Society, InvestorPlace, Value Line, Zacks, Motley Fool, and other financial advisories. They also follow the latest on gurus in the investing world including Warren Buffet, Suze Orman, and Dave Ramsey.  
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**For more information contact List Manager at:**

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Qty and Rates		
20,000	Total Universe	\$175.00/M*

(\* Lead generation is subject to 20% surcharge)

### ORDERING INSTRUCTIONS

**Frequency:** Exclusive: 2/month – Monday-Friday

**Minimum Order:** Full List

#### Selections:

HTML Setup	\$150 Flat
A/B Splits	\$50 Flat for each split

Type: Email

Geo: USA

List Source: Opt-in-email

#### Specifications:

Unlimited text, subject line, maximum 3 hyperlinks

#### Key Demographics:

\$81,000 is the mean household income  
69% have an account with an investment company  
219% more likely to buy/sell mutual funds or bonds  
Three times as likely to buy stocks online

#### Commission/Fees

20% commission to brokers.

25% if cancelled within 3 days of run date

Pre-payment required for all new customers.

CAN-SPAM compliant

Maintenance:	Daily
Updated	08/17