



Home Owner & Active Adult E-mail addresses in the Washington/Baltimore area are now available. Partnering with a national web-based internet marketing firm, The Register has secured exclusive rights to this unique list. Each E-mail address has double opt-in accuracy and is updated weekly. Criteria for selecting E-mail addresses include:

- **Own a home**
- **Household income in excess of \$100,000 per year**
- **Age over 25 and less than 65 for Home Owners**
- **Age 55+ for Active Adults**
- **County geography**

	Home Owner	Active Adult
<b>Washington DC</b>		
The District	30,478	4,610

	Home Owner	Active Adult
<b>Suburban Virginia</b>		
Alexandria	9,982	1,820
Arlington	13,097	3,167
Culpeper	1,819	382
Fairfax	75,129	20,303
Loudoun	6,191	1,193
Prince William	17,442	3,416
Spotsylvania	5,234	1,123
Stafford	4,712	603

	Home Owner	Active Adult
<b>West Virginia</b>		
Berkeley	9,271	2,072
Jefferson	5,063	1,182
Morgan	1,929	361

### Schedule

72 hour notice required

### Format

PDF 8.25 in. wide

HTML no wider than 600 pixels

	Home Owner	Active Adult
<b>Suburban Maryland</b>		
Anne Arundel	32,571	6,222
Calvert	5,136	1,081
Charles	8,004	1,479
Frederick	12,716	2,621
Howard	14,530	3,129
Montgomery	77,726	18,164
Prince George's	62,792	13,285
St. Mary's	5,821	1,461

### Baltimore Area

Baltimore	86,082	19,046
Carroll	18,779	3,967
Cecil	9,874	2,408
Harford	26,936	5,424

### CONSUMER PRICING

E-mails are priced by total number of recipients. Minimum charge is \$350 per blast.

**First 35,000**      **\$10.00/thousand**

**Additional**      **\$7.50/thousand**

There are no set up charges.

**CONSUMER E-MAIL BLASTS**

**Home Owner & Active Adult E-mail**

**register**  
MARKETING

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