

# Auto Owners Of America

Postal Universe	17,989,191	\$115/M
Monthly Hotline	240,223	+\$10/M
Email Universe	78,416,131	\$140/M

*Email Price Includes HTML Setup, Transmission, Testing, & Reporting*

Auto Owners of America from AWI is sourced from our proprietary collection of after-market auto services and available with many selects such as year, make and model of vehicle owners. Our files are NCOA, CASS & DPV certified and consistently updated to improve deliverability. This audience is perfect for auto magazines, auto warranties, travel, music, insurance, sporting goods, credit card and various other offers!

Legislation changes to the automotive industry have significantly affected the manner in which information is being compiled and released. The initiation of the Driver Privacy Protection Act of 1994 and the Shelby Bill Amendment made it virtually impossible to source DMV data without the auto owners consent. Therefore, new and improved methods of reaching these perspective buyers have been developed. Sourced from our proprietary collection of after-market auto services including but not limited to: insurance warranties, vehicle maintenance, driver statistics, manufacturers promotions, title services and part providers.

AWI is your multi-channel solutions partner! AWI is your one-stop shop to be first in the mailbox and the Inbox! AWI literally delivers your emails! AWI email services price includes HTML setup, transmission, testing, and reporting. Counts are updated monthly and published quarterly. Please inquire about usage.

Visit us at [andrewswharton.com](http://andrewswharton.com) for all your marketing needs!

To place an order or for more information please email us at [becertain@andrewswharton.com](mailto:becertain@andrewswharton.com).

### LAST UPDATED

4/1/2021  
*Counts updated monthly, published quarterly.*

### SELECTS

Monthly Hotline	\$10/M
Geo/Geographical	\$5/M
Gender/Sex	\$5/M
Age	\$10/M
Income	\$12/M
Make/Model/Year	\$15/M
Make/Year/VIN#	\$15/M
A/B Split	\$350/F
Opt-out Suppression	\$350/F

### ADDRESSING

EMAIL/FTP	\$50/F
HTML Setup, Transmission, Testing, Reporting	N/C

### MINIMUM ORDER QUANTITY

Postal Universe	12,000
Email Universe	25,000

### NET NAME AVAILABLE

85% on orders ≥ 50000 \$10/M Run Charge

### ADDITIONAL INFORMATION

% Female	40%
% Male	56%

### TRACKING CODE ID

NextMark ID	318778
SRDS ID	947350-0

*Prepayment required for first time and email clients. Each rental provides only one-time use. Sample mailing, telemarketing script, and/or emailing creative required. Orders cancelled after original mail date require payment in full; prior to original mail date subject to \$150 cancellation fee per order, \$10/M running charge, format charges, and shipping costs. Email orders cancelled after creative testing subject to \$150 cancellation fee per order.*