

# Hybrid Auto Owners Of America

Postal Universe	917,235	\$85/M
Monthly Hotline	44,380	+\$10/M

Hybrid Auto Owners of America from AWI lets you target a specific audience who values fuel efficiency and a clean environment. Marketers can target their desired audience by selecting make, model, year as well as gender, age, geo and much more. Automotive registration information has undergone several changes over the years which have significantly affected the manner in which relevant data points are being sourced and released.

AWI delivers Hybrid Auto Owners which is sourced from our proprietary collection of after-market auto services, insurance, auto warranty and self-reported online surveys. Several laws have been enacted such as the Driver Privacy Protection Act of 1994 and the Shelby Bill to help consumer privacy protection and auto owner consent.

Hybrid Auto Owners of America from AWI is 100% compliant so send this audience your offer today!

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 or weekly 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		ADDRESSING	
4/1/2021 <i>Counts updated monthly, published quarterly.</i>		EMAIL/FTP	\$50/F
SELECTS		MINIMUM ORDER QUANTITY	
Monthly Hotline	\$10/M	Postal Universe	12,000
Geo/Geographical	\$5/M	NET NAME AVAILABLE	
Gender/Sex	\$5/M	85% on orders ≥ 50000	\$10/M Run Charge
Homeowner	\$5/M	REUSE AVAILABLE	
Age	\$12/M	Minimum Reuse Order	6,000
Income	\$12/M	TRACKING CODE ID	
Ethnic/Ethnicity	\$12/M	NextMark ID	346915
Make/Model/Year	\$15/M	SRDS ID	949709-0
Phone Number	\$25/M		

*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.*