

# TARGETED EMAIL MARKETING

Reach highly targeted audiences right in their inbox!



**Opera BIRMINGHAM**  
CLICK OR CALL  
OperaBirmingham.org  
205-322-6737

**TOSCA** Friday, March 15 » 7:30pm  
Sunday, March 17 » 2:30 pm  
Samford University Wright Center  
Tickets: \$20, \$40, \$65, \$90  
\$10 for full-time students with I.D.

**BUY TICKETS NOW**

**Save 50%**  
Use code: **APA50**

**Overwhelming passion against the perils of war**

*Sung in Italian with projected English translations*

Tosca, Puccini's dramatic and beloved masterpiece sweeps our mainstage in a tale of love, lust, deceit, and murder. A tragic and political love story, Tosca explores sacrifices made for love and art. Treat yourself to magnificent melodies and nonstop action!

Featuring the

- Opera Birmingham Chorus
- Alabama Symphony Orchestra
- Birmingham Boys Choir

**JOIN OUR MAILING LIST**

Connect with us on social media.

Alabama Power Foundation, National Endowment for the Arts, The Caring Foundation of Blue Cross and Blue Shield of Alabama, Alabama State Council on the Arts, and National Endowment for the Arts.

**Only three more days until BIG SAVINGS on Space Camp! Black Friday Weekend Sale!**

Beginning this Friday, Nov. 23, 2018, at 12:01 a.m. CST, get the **only public discount of the year** for Space Camp programs!

- \$100 off the total price of six-day, overnight, [Space Camp®](#), [Aviation Challenge®](#), [Space Camp Robotics](#) or [U.S. Cyber Camp](#) programs
- \$50 off [Space Camp](#) and [Aviation Challenge](#) Family Camp Programs. (*Must register a minimum of one adult and one child.*)
- \$50 off [Adult Space Academy](#)

Remember, you can reserve your space now, and select your date to attend later\*. Or you can plan your visit around one of our [weekly astronaut lunches](#) next summer.

**DETAILS:**  
**Black Friday,** Nov. 23, 2018, at 12:01 a.m. CST through **Cyber Monday,** Nov. 26, 2018, at 11:59 p.m. CST

Visit [spacecamp.com/sale](http://spacecamp.com/sale) to get your discount code and save big!

Space Camp   Aviation Challenge   Space Camp Robotics   U.S. Cyber Camp

**FUNDING RESEARCH. SAVING LIVES.**  
Over \$8.7 Million Dollars Has Been Raised for Breast Cancer Research Since 1996.

If your last name starts with F, G or N, it's time to renew your vehicle tag in Alabama! You can fund research and save lives by getting the Breast Cancer Research Tag.

Ask for the **Breast Cancer Research Tag** when you renew your vehicle and motorcycle tags or boat decals this month. When you pay the annual \$50 specialty tag fee, the BCRFA receives \$41.25 to fund breast cancer research. There is no extra cost for personalization, and 100% of proceeds we receive from our specialty tag goes to fund research in Alabama.

**CUREBC**  
FUNDING RESEARCH... SAVING LIVES BCRFA.ORG

**CLICK TO LEARN MORE**

**Join Our Cause**

The Breast Cancer Research Foundation of Alabama supports a comprehensive approach to battling breast cancer through support of collaborative and innovative local research to help diagnose, treat, prevent and eradicate the disease. All funds raised stay here in the state of Alabama, but the research will have a global, life-saving impact. Learn more at [BCRFA.org](http://BCRFA.org)

Stay Connected

P.O. Box 531225, Birmingham, AL 35253 • 205-996-6463

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## BENEFITS of Email Marketing:

- 90% of adults check their email on a weekly basis
- It's highly targeted and permission-based
- Detailed tracking including open rates & clicks
- Increase retention and repeat business
- Build brand, product & event awareness
- Micro-target your audience to parallel your marketing message

## Targeted Email Marketing Includes:

- **Targeting Capabilities:** Gender, Age, Lifestyle, Occupation, Ethnicity and Language Preference, Education, Religion, Income Level, Credit Ranking
- **Geo-Targeting Options:** DMA, State, Zip
- **Email Addresses:** Cost per thousand basis, 25,000 minimum per send
- **Frequency:** Varies based on your goal
- 50,000 Emails for \$28/M (\$1400), or 25,000 (minimum) for \$30/M (\$750).

