



**BY KEVIN MCELROY**

*Active Investors – Engaged Readers*

## ***E-mail Counts***

16,240 E-mail Subscribers

## ***Price***

\$90/CPM (\*)

The **Resource Prospector** is comprised of highly motivated commodity investors who are actively pursuing up-to-the-minute news and advice on investments in a broad range of resources, including but not limited to oil, natural gas, coal, gold, silver, and agriculture investments of all types. They are eager to receive dependable financial advice, sound stock insights as well as unique opportunities outside of the stock market.


The **Resource Prospector** is an independent investment e-letter advisory, published by *Business Financial Publishing* and *Wyatt Investment Research*, and is edited by commodity investment specialist, Kevin McElroy. It is a leading resource for in-depth commodity analysis, useful commentary and specialized investing strategies for the commodity sector.

The **Resource Prospector** has generated its entire list via Internet lead generation. The newsletter was launched in March of 2010, and list names have been transitioned from Business Financial Publishing's other brand name publications, in order to increase list performance through the provision of the highest quality content on a more frequent basis.

The **Resource Prospector** list targets active, Internet savvy commodity stock investors who demand knowledgeable information, products, and services that will help them gain an edge when making their next big investment decision, on their self-directed stock portfolios. *They are receptive to a wide range of financial, technological, and upscale direct mail offers within relevant commodity sectors, which also provide insight into investment opportunities.*

### **USAGE SUGGESTIONS INCLUDE:**

All Financial/Investment Offers, Health/Fitness Offers, Small Office/Home Office Offers, High-Tech Products & Services, Computer Hardware, Software, Office Supplies, Personal Digital Assistants, Internet/Communication Offers, Cell Phone Offers, Online Banking/Online Investing Offers, Catalogs Offers, Books, Magazines, Newsletters, and More!



**WYATT INVESTMENT RESEARCH**

WYATT INVESTMENT RESEARCH

**Source** Internet

**E-mail Rental Conditions**

(\*) Pricing includes transmission

Allocate 5 working days for preparation, approval, and transmission of your message

A standard Header and Footer from The Resource Prospector will be included within the approved E-mail message.

Message Guidelines: 40K maximum message size. 40-character maximum for the subject line. HTML accepted upon review.

Dynamically updated.

**Postal**

A discount will be applied for clients who rent The Resource Prospector postal list in addition to the email list.

**For more information, contact  
Business Financial Publishing Sales:**

**Richard J Vitale**  
Advertising Executive  
P: (202)-420-7806  
Email: [vitaler@bfpublishing.com](mailto:vitaler@bfpublishing.com)

**Visit us on the web at**  
<http://www.bfpublishing.com>

Updated: October 11, 2010