The 100MB file that was FTP’d from Big Marketing contains customer data profiles.  The following is a sample of the contents:

#112. Total Crop Protection – Contract value $250,000 – Contracted to provide compelling public relations sites promoting agricultural and biologic approaches to crop management. They expect this site to be ‘highly compelling’ as some of their products lack scientific basis for claims.

#247. Financial Independence Networking – Contract value $150,000 – Contracted to provide a web portal to investment bankers.  This portal is designed to let bankers be aware of other bankers – social networking for investment bankers.

#314. Unyielding Dieting Products – Contract value - $70,000 – Contracted to provide a web site to sell “dieting aids”.  Important to use high graphics and big fonts to reduce the chance that customers will notice the required disclaimers.