

**BUDGET CRUISE VACATIONERS  
POSTAL AND EMAIL**

6/20/2017

018B

List Broker Discount 25% - More Information

175,209	Total Budget Cruise Vacationers	\$105.00/M
108,775	With Phone Numbers	\$125.00/M
83,209	Opt-In Email Addresses	\$145.00/M

**TITLE**

**Budget Cruise Vacationers**

**DESCRIPTION**

Travelers who have **taken a Cruise** or have Inquired to Cruise within the last 12 Months with and Average Cruise Length 4 days. They also have Traveled by Air to the Cruise Departure Locations. These Travelers are attracted to Economical Cruise Packages which include the airfare.

**PROFILE**

Average Age:	45
Average Income:	\$60,000.00
Average Net Worth:	\$100,000.00

**SOURCES**

- Travel Agencies
- Hotels
- Casinos
- Investment Questionnaires
- Resorts and Cruiselines
- Membership Rosters
- Subscriptions
- Direct Mail
- Telemarketing
- Opt-In Email

MINIMUM ORDER: 5,000 RECORDS

**Guaranteed 95% Deliverable**

Updated Quarterly  
 Last Update: 6/2017  
 Next Update: 9/2017

Delivery: Within 24 Hours  
 Shipping & Handling: \$25.00 Flat Rate



**data owner:**



**ws ponton**  
 DATA + MARKETING SOLUTIONS | 100 YEARS

**Counts thru 6/2017**

**DATE**

6/2017 UPDATED  
 6/2017 CONFIRMED

**UNIT OF SALE**

\$900.00 AVERAGE

**GENDER**

90% MALE  
 10% FEMALE

**SOURCES**

DIRECT RESPONSE  
 DIRECT MAIL  
 OPT-IN EMAIL

**ADDRESSING**

4 - UP CHESHIRE  
 P.S. LABELS  
 3 1/2 DISKETTE  
 CD ROM  
 E - MAIL / FTP  
 EMAIL - DEPLOYMENT  
 EMAIL - PERSONALIZATION

**SELECTIONS**

AGE	N/C
INCOME SELECT	N/C
PHONE NUMBER	\$20.00/M
ZIP/SCF/COUNTY/STATE	\$7.00/M
P.S. LABELS	\$10.00/M
3 X 5 INDEX CARDS	\$35.00/M
3 1/2 DISKETTE	\$50.00/F
CD ROM	\$50.00/F
E - MAIL / FTP	\$50.00/F

**ADDITIONAL SELECTIONS**

NET WORTH	\$10.00/M
GENDER	\$5.00/M
KEY CODING	\$5.00/M
CARRIER RT. SORT.	\$10.00/M
BAR CODING	\$10.00/M
EMAIL - DEPLOYMENT	\$25.00/M
EMAIL - PERSONALIZATION	\$25.00/M

**contact:**

800-628-7806 usa  
 800-541-8540 canada  
 412-782-1109 fax  
 412-782-2360 in pa  
[sales@wsponton.com](mailto:sales@wsponton.com)  
[www.wsponton.com](http://www.wsponton.com)  
 3030 william pitt way  
 pittsburgh pa 15238