

BUS TOUR VACATIONERS

POSTAL and EMAIL

6/20/2017

023A

List Broker Discount 25% - More Information

96,422 Total Bus Tour Vacationers \$105.00/M
84,793 With Phone Numbers \$125.00/M
20,302 Opt-In Email Addresses \$145.00/M

DESCRIPTION

Travelers Who have taken a **Bus Tour** within the last 12 months or have inquired to purchase a Bus Tour. Average Tour Length is 4 days.
Most have Traveled by Air to the Tour Location.

PROFILE

Average Age: 64
Average Income: \$50,000.00
Average Net Worth: \$150,000.00

SOURCES

Travel Agencies
Resorts
Hotels
Casinos
Subscriptions
Direct Mail
Investment Questionnaires
Proprietary Sources
Opt-In Email

Guaranteed 95% Deliverable | MINIMUM ORDER: 5,000 RECORDS

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

\$700.00 AVERAGE

GENDER

75% MALE
25% 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

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