

## BUS TOUR VACATIONERS POSTAL and EMAIL

9/20/2017

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: 9/2017  
Next Update: 12/2017

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



**data owner:**



ws ponton

DATA + MARKETING SOLUTIONS | 100 YEARS

**Counts thru 9/2017**

**DATE**

9/2017 UPDATED  
9/2017 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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