

**BUDGET CRUISE VACATIONERS
POSTAL AND EMAIL**

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

Updated

Quarterly

TITLE

Budget Cruise Vacationers

UNIT OF SALE

\$900.00 AVERAGE

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.

GENDER

90% MALE
10% FEMALE

PROFILE

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

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

SOURCES

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

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

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

Updated Quarterly

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

contact:

800-628-7806 usa
800-541-8540 canada
412-782-1109 fax
412-782-2360 in pa
sales@wsponton.com
www.wsponton.com
3030 william pitt way
pittsburgh pa 15238