

**BUDGET VACATION BUYERS, INQUIRERS & PROSPECTS
POSTAL AND EMAIL**

019A

List Broker Discount 25% - More Information

921,867	Budget Vacationer Buyers/Inq & Prospects	\$105.00/M
841,035	With Phone Numbers	\$125.00/M
412,167	Opt-In Email Addresses	\$145.00/M

Updated

Quarterly

TITLE

Budget Vacation Buyers, Inquirers & Prospects

UNIT OF SALE

\$750.00 AVERAGE

DESCRIPTION

Travelers who have purchased a **Budget Vacation Package** or have Inquired into **Budget Vacation Packages** within the last 12 months. Average Vacation Length is 5 days. Also these Individals have Traveled by Air to the Vacation Destination.

GENDER

90% MALE
10% FEMALE

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

PROFILE

Average Age:	47
Average Income:	\$60,000.00
Average Net Worth:	\$100,000.00

ADDRESSING

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

SOURCES

- Travel Agencies
- Direct Mail
- Hotels
- Casinos
- Resorts and Cruiselines
- Membership Rosters
- Subscriptions
- Investment Questionnaires
- 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

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