

**DISCOUNT VACATION PACKAGE TRAVELERS
POSTAL AND EMAIL**

061B

List Broker Discount 25% - More Information

2,614,403 Discount Vacation Package Travelers	\$105.00/M
2,396,784 With Phone Numbers	\$125.00/M
1,090,206 Opt-In Email Addresses	\$145.00/M

Updated

Quarterly

UNIT OF SALE

\$950.00 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

***TITLE**

Discount Vacation Package Respondees and Prospects

DESCRIPTION

Individuals who have taken advantage of a discount vacation package, including airfare, hotel and car rental, or have expressed an interest to take advantage of a discount vacation package within the last 12 Months

PROFILE

Average Age: 42

Average Income: \$62,000.00

Average Net Worth: N/A

SOURCES

Travel Agencies

Hotels

Resorts

Casinos

Subscriptions

Cruise Lines

Space Ads

Proprietary Information

Telemarketing

Opt-In Email

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