

TENNIS PACKAGE VACATIONERS POSTAL and EMAIL

171A

List Broker Discount 25% - More Information

286,284 Tennis Package Vacationers	\$105.00/M
231,926 With Phone Numbers	\$125.00/M
134,840 Opt-In Email Addresses	\$145.00/M

Updated

Quarterly

TITLE

Tennis Package Vacationers

UNIT OF SALE

\$1,750.00 AVERAGE

DESCRIPTION

Upscale affluent tennis enthusiasts who have traveled to a resort or destination with comprehensive tennis facilities or have inquired to travel to one of these resorts or destinations within the last 12 months. These enthusiasts are attracted to packages that include airfare, hotel accommodations, car rental, court fees, lessons, etc.

GENDER

75% MALE
25% FEMALE

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

PROFILE

Average Age:	42
Average Income:	\$86,000.00
Average Net Worth:	\$200,000.00

ADDRESSING

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

SOURCES

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

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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