

**AEROSPORT PLUS**

745,119 REGISTERED-CERTIFIED PILOTS \$50.00/M  
 385,778 MAIL ORDER BUYERS \$60.00/M  
 EMAIL ADDRESSES INQUIRE

GENDER: 95% MALE  
 CAN SELECT

THE MOST COMPREHENSIVE DATABASE OF AIRCRAFT PILOTS  
 AVAILABLE. THESE AVID AIRMEN PARTICIPATE IN ONE OF  
 THE MOST EXCITING ADVENTURES OF TIME...FLIGHT.

ADDRESSING:  
 SEE SELECTIONS

PILOTS SPEND A CONSIDERABLE AMOUNT OF MONEY AND TIME  
 ON THEIR AIRCRAFT AND ACCESSORIES TO ACCOMODATE  
 THEIR NEEDS.

KEYING: \$2.00/M

MINIMUM ORDER:  
 5,000

PILOTS GENERALLY EARN BETWEEN \$40K AND \$75K ANNUALLY  
 WHICH DENOTES A HIGHLY DISPOSABLE INCOME. THESE FLY  
 BOYS CAN BE SELECTED BY THEIR AIRMAN CERTIFICATION  
 TYPE AS FOLLOWS AT AN ADDITIONAL \$10.00/M:

SAMPLE REQUIRED

THRU: NOVEMBER 11  
 NEXT: MAY 12

PILOTS BY PRIMARY CERTIFICATE:

103,501 AIRLINE TRANSPORT PILOT  
 107,416 COMMERCIAL PILOT  
 4,629 COMMERCIAL PILOT (FOREIGN BASED)  
 203,019 PRIVATE PILOT  
 63,394 STUDENT PILOT  
 7,582 BALLOON ONLY  
 18,745 GLIDER ONLY  
 78,566 FLIGHT INSTRUCTOR  
 32,220 CONTROL TOWER OPERATOR  
 34,961 FLIGHT ENGINEER  
 31,536 FEMALE PILOTS

PILOTS BY SECONDARY CERTIFICATE:

203,263 AIRPLANE, GLIDER, ROTOCRAFT, INSTRUMENT  
 RATING  
 32,221 CONTROL TOWER OPERATOR  
 35,722 FACILITY RATING  
 36,028 FLIGHT ENGINEER  
 76,571 FLIGHT INSTRUCTOR-AIRPLANE INSTRUCTOR  
 72,230 FLIGHT INSTRUCTOR-AIRPLANE RATING  
 20,237 FLIGHT INSTRUCTOR-AIRPLANE ROTOCRAFT  
 INSTRUMENT RATING  
 10,384 FLIGHT INSTRUCTOR-ROTOCRAFT RATING  
 34,134 HELICOPTER RATING  
 203,263 INSTRUMENT RATING  
 190,592 MULTI ENGINE LAND  
 113,744 MULTI ENGINE LAND-INSTRUMENT

PILOTS WITH:

420,770 SINGLE ENGINE LAND  
 378,486 SINGLE ENGINE LAND-INSTRUMENT  
 111,513 SINGLE ENGINE LAND & SEA  
 109,823 SINGLE ENGINE LAND & SEA INSTRUMENT  
 113,337 SINGLE ENGINE LAND-MULTI ENGINE-INSTRUMENT  
 8,205 BALLOON RATING  
 19,771 GLIDER RATING

(CONTINUED ON NEXT CARD)

**Midwest Direct Marketing, Inc.**

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AEROSPORT PLUS (CONT'D)

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE  
ARE REQUIRED TO BE PAID IN FULL.  
ALL CANCELLED ORDERS, WHETHER RUN OR NOT WILL BE  
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: AIRMEN'S REGISTRATION DIRECTORY

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE	\$6.00/M
MOB'S/INCOME/DONOR	\$10.00/M
HOTLINE	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

AIRCRAFT GREETING CARDS    LOOKING GLASS TECH  
B & T FIRST FLIGHT        OAKLEY, INC.

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