

AEROSPORT PLUS

809,428 REGISTERED-CERTIFIED PILOTS \$50.00/M
 419,074 MAIL ORDER BUYERS \$60.00/M

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

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

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:

PILOTS BY PRIMARY CERTIFICATE:

108,948 AIRLINE TRANSPORT PILOT
 113,069 COMMERCIAL PILOT
 4,873 COMMERCIAL PILOT (FOREIGN BASED)
 213,705 PRIVATE PILOT
 66,731 STUDENT PILOT
 7,981 BALLOON ONLY
 19,732 GLIDER ONLY
 82,701 FLIGHT INSTRUCTOR
 33,916 CONTROL TOWER OPERATOR
 36,801 FLIGHT ENGINEER
 33,196 FEMALE PILOTS

PILOTS BY SECONDARY CERTIFICATE:

213,961 AIRPLANE, GLIDER, ROTOCRAFT, INSTRUMENT
 RATING
 33,917 CONTROL TOWER OPERATOR
 37,602 FACILITY RATING
 37,924 FLIGHT ENGINEER
 80,601 FLIGHT INSTRUCTOR-AIRPLANE INSTRUCTOR
 76,032 FLIGHT INSTRUCTOR-AIRPLANE RATING
 21,302 FLIGHT INSTRUCTOR-AIRPLANE ROTOCRAFT
 INSTRUMENT RATING
 10,931 FLIGHT INSTRUCTOR-ROTOCRAFT RATING
 35,931 HELICOPTER RATING
 213,961 INSTRUMENT RATING
 200,623 MULTI ENGINE LAND
 119,731 MULTI ENGINE LAND-INSTRUMENT

PILOTS WITH:

442,916 SINGLE ENGINE LAND
 398,406 SINGLE ENGINE LAND-INSTRUMENT
 117,382 SINGLE ENGINE LAND & SEA
 115,603 SINGLE ENGINE LAND & SEA INSTRUMENT
 119,302 SINGLE ENGINE LAND-MULTI ENGINE-INSTRUMENT
 8,637 BALLOON RATING
 20,812 GLIDER RATING

(CONTINUED ON NEXT CARD)

GENDER: 95% MALE
 CAN SELECT

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

THRU: MARCH 2010
 NEXT: NOVEMBER 2010

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
 Email: info@midwestdm.com

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
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
AGE	\$6.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00
MOB'S/INCOME/DONOR	\$10.00/M
HOTLINE	\$10.00/M

** USAGE **

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

CONTACT LIST MANAGER: scott@midwestdm.com

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