

## AEROSPORT PLUS

817,605 REGISTERED-CERTIFIED PILOTS \$50.00/M  
 423,307 MAIL ORDER BUYERS \$60.00/M

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

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:

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

## 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

THRU: DECEMBER 2009  
 NEXT: APRIL 2010

## 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)

**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
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.

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