

AEROSPOT REGISTERED AIRCRAFT OWNERS

229,006 AIRCRAFT OWNERS BY TYPE \$50.00/M
 84,288 MAIL ORDER BUYERS ADD \$15.00/M

AIRCRAFT OWNERS...WE SAY THAT UNASSUMINGLY.
 THESE PEOPLE OWN AIRPLANES, HELICOPTERS, BALLOONS,
 GLIDER PLANES, EXPERIMENTAL ULTRALIGHTS, AEROBATIC
 PLANES AND OTHERS. OVER 130,000 OF THESE AIRCRAFT
 ARE PERSONALLY OWNED, WHICH MEANS HIGHLY DISPOSABLE
 INCOME. THESE FOLKS SPEND LARGE AMOUNTS OF MONEY
 ANNUALLY ON THEIR AIRPLANES AND THE EQUIPMENT TO
 KEEP THEM AIRBORNE.

GENDER: 85% MALE
 CAN SELECT

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

CORPORATE AND PARTNERSHIP OWNERS MAKE UP THE BALANCE
 OF THE FILE. PERFECT PROSPECTS FOR YOUR BUSINESS TO
 BUSINESS MAILERS. CORPORATELY OWNED PLANES CERTAINLY
 TRANSLATES INTO FORTUNE 5,000 COMPANIES, DECISION
 MAKERS "ON THE GO". TAILOR YOUR MAILING TO THE
 SPECIFIC AUDIENCE BY USING ONE OR MORE OF THE MANY
 SELECTIONS AVAILABLE.

SAMPLE REQUIRED

THRU: JANUARY 2010
 NEXT: AUGUST 2010

ADDITIONAL SELECTIONS AVAILABLE AT \$10.00/M:

119,701 INDIVIDUAL OWNERS
 51,063 CORPORATE OWNERS
 35,737 PARTNERSHIPS/CO-OWNERSHIPS

TYPE OF AIRCRAFT:

31,933 MULTI-ENGINE CRAFT OWNERS
 18,449 SINGLE-ENGINE CRAFT OWNERS
 4,049 GLIDER OWNERS
 8,208 HELICOPTER OWNERS
 5,984 BALLOON OWNERS

TYPE OF ENGINE:

164,303 OWNERS OF PROPELLER AIRCRAFT
 7,057 OWNERS JET AIRCRAFT

APPROVED OPERATION:

82,336 NORMAL
 13,539 UTILITY
 577 ACROBATIC
 2,670 TRANSPORT
 911 GLIDER
 3,842 BALLOON

AIRWORTHINESS CLASSIFICATION:

144,032 STANDARD
 4,711 RESTRICTED
 15,282 EXPERIMENTAL/AMATEUR BUILT

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.

(CONTINUED ON NEXT CARD)

Midwest Direct Marketing, Inc.

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

AEROSPORT REGISTERED AIRCRAFT OWNERS (CONT'D)

SOURCE: REGISTRATION FILES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
AGE	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
OTHER SELECTS	\$6.00/M
MAIL ORDER BUYERS	\$15.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00
MULTI CRAFT OWNERS	+ \$10.00/M
AGE OF AIRCRAFT	+ \$10.00/M

** USAGE **

AIR & SPACE SOCIETY CASTLE AIR MUSEUM
AMER. SOCIETY FOR TESTING LUXURY MEDIA CORP.

WORLD RSRCH GROUP

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

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