

BOAT OWNERS

2,331,339	12 MONTH BOAT OWNERS	\$60.00/M	
776,640	6 MONTH BOAT OWNERS	\$65.00/M	GENDER: 85% MALE
	NON-PROFIT RATE	\$55.00/M	CAN SELECT

REGISTERED PLEASURE BOAT OWNERS WHO HAVE PAID TO REGISTER THEIR WATERCRAFT. MANY OF THESE RECREATIONAL BOATERS HAVE COMPLETED COMPREHENSIVE BOATING SAFETY COURSES.

ADDRESSING:
SEE SELECTIONS

KEYING: \$3.00/M

THESE BOATERS ARE INTERESTED IN SKIING, FISHING, SAILING AND PLEASURE-BOATING.

MINIMUM ORDER:
5,000

ADDITIONAL SELECTS AT \$10.00/M INCLUDE:

BOAT SIZE
PROPULSION TYPE
SAIL
FUEL TYPE
YEAR BUILT

SAMPLE REQUIRED

THRU: MAY 2010
NEXT: DECEMBER 2010

ADDITIONAL DEMOGRAPHICS AT \$10.00/M INCLUDE:

FAMILIES WITH CHILDREN
MAIL ORDER BUYERS
MAGAZINE SUBSCRIBERS
HOME OWNERS

ALL ORDERS CANCELLED AFTER THE MAILDATE 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.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: MAGAZINES, DNR, MAIL ORDER, PRODUCT REBATES, REGISTRATIONS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP SET UP FEE	\$50.00
GENDER	\$6.00/M
AGE OR INCOME	\$15.00/M
MAIL ORDER BUYERS	\$15.00/M
DONORS/CONTRIBUTORS	\$15.00/M
TELEPHONE NUMBERS	\$30.00/M
CREDIT CARD BY TYPE	\$20.00/M
6 MONTH RECENCY	\$15.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

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** USAGE **

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WASHINGTON POST

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