

BOAT OWNERS

2,235,591	12 MONTH BOAT OWNERS	\$60.00/M	
744,743	6 MONTH BOAT OWNERS	\$65.00/M	GENDER: 85% MALE
	EMAIL ADDRESSES	INQUIRE	CAN SELECT
	NON-PROFIT RATE	\$55.00/M	

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

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

ADDRESSING:
SEE SELECTIONS

KEYING: \$3.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: NOVEMBER 11
NEXT: MAY 12

ADDITIONAL SELECTS AT \$10.00/M INCLUDE:

BOAT SIZE
PROPULSION TYPE
SAIL
FUEL TYPE
YEAR BUILT

ADDITIONAL DEMOGRAPHICS AT \$10.00/M INCLUDE:

FAMILIES WITH CHILDREN
PRODUCT 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
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
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

** USAGE **

MERRIMADE/AM. STATIONERY
PERFORMANCE PRODUCTS
WASHINGTON POST

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