

## CAREERS IN SPORTS

41,963 12 MONTH RECENCY \$75.00/M  
6 MONTH HOTLINE ADD \$10.00/M

CAREERS IN SPORTS PROVIDES THE MOST ACCURATE SOURCE OF SKILLED BUSINESS PROFESSIONALS IN SPORTS RELATED FIELDS.

GENDER: 80% MALE  
CAN SELECT

WHETHER IT BE RADIO OR TV BROADCASTING, SALES, SPORTS AGENTS, CORPORATE, PUBLIC RELATIONS, PROFESSIONAL ATHLETICS OR JOURNALISM, THEY RELY ON SPORTING CAREERS TO SUCCEED IN BUSINESS.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

THESE SPORTS PROFESSIONALS ARE INVOLVED IN ALL TYPES OF SPORTS FROM BASEBALL, FOOTBALL, BASKETBALL TO HEALTH AND FITNESS, SPORTS MEDICINE, TRAINING AND ADMINISTRATION. THEY SPEND THEIR DISCRETIONARY INCOME ON PARTICIPATING, MARKETING AND ATTENDING THEIR FAVORITE SPORTING EVENTS, CLUBS, GYMS AND BUSINESS INTERESTS.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: APRIL 2010  
NEXT: OCTOBER 2010

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: EMPLOYMENT ROSTERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
AGE	\$10.00/M
INCOME	\$10.00/M
GENDER	\$6.00/M
6 MONTH HOTLINE	\$10.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

NEW YORK UNIVERSITY  
NORTHWESTERN UNIV.

SPORTING NEWS

TIME, INC.

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