

## CARSON TRAVEL BUYERS

44,651	12 MONTH BUYERS	\$75.00/M
22,519	6 MONTH HOTLINE	\$85.00/M

CARSON TRAVEL BUYERS PURCHASE TRAVEL PACKAGES AND DISCOUNT COUPON BOOKS TO MAJOR RECREATIONAL DESTINATIONS NATIONWIDE. TRAVEL DESTINATIONS INCLUDE MAJOR AMUSEMENT AND THEME PARKS AS WELL AS COASTAL, MOUNTAIN AND DESERT ATTRACTIONS.

GENDER: 65% FEMALE  
CAN SELECT

ADDRESSING:  
SEE SELECTIONS

DEMOGRAPHIC OVERLAY SUGGESTS AN AVERAGE INCOME OF \$50,000 AND AN AVERAGE AGE RANGE OF 45-65. MOST HAVE CREDIT CARDS AND PURCHASE BY MAIL.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

MANY REQUIRE LUGGAGE, TRAVEL ACCESSORIES, INSURANCE, AIRLINE DISCOUNT PACKAGES AND TRAVEL DESTINATION MAGAZINES.

SAMPLE REQUIRED

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.

THRU: APRIL 2010  
NEXT: OCTOBER 2010

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](http://www.telemarketing.donotcall.gov)

SOURCE: DIRECT MAIL

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
PHONE NUMBERS	\$30.00/M
CREDIT CARD	\$10.00/M
AGE/INCOME	\$10.00/M
DEMOGRAPHICS	\$10.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

AFFINITY CREDIT CARD      NAT'L PARK FOUNDATION  
HARTFORD, THE              PARADISE TRAVEL SVCS.

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)

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