

NAEA CRUISE & TRAVEL

251,910	12 MONTH RESPONDERS	\$80.00/M
153,004	6 MONTH RESPONDERS	\$85.00/M
74,778	3 MONTH RESPONDERS	\$90.00/M
	MONTHLY HOTLINE - INQUIRE	

GENDER: 50/50
CAN SELECT

NAEA HELPS EDUCATION ASSOCIATIONS DEVELOP BENEFIT PROGRAMS FOR THEIR MEMBERS. THESE MEMBERS OF VARIOUS ASSOCIATIONS HAVE PARTICIPATED IN ONE OR MORE TRAVEL BENEFIT PROGRAMS OFFERED THROUGH THEIR ASSOCIATION. THESE ACTIVE TRAVELERS SPEND THEIR TIME OFF TRAVELING AND VACATIONING ALL OVER THE WORLD FOR PERSONAL ENJOYMENT AND AS CHAPERONES FOR STUDENT EDUCATION TRAVEL.

ADDRESSING:
SEE SELECTIONS
KEYING: \$2.00/M
MINIMUM ORDER:
5,000

WITH AN AVERAGE AGE OF 45 AND AN AVERAGE HOUSEHOLD INCOME OF \$60,000 - \$75,000, THESE EDUCATORS ARE INTERESTED IN CRUISE TRAVEL, TOURISM OFFERS FROM THE U.S. AND FOREIGN COUNTRIES, RESORT CLUBS, DREAM VACATIONS AND DESTINATIONS OF HISTORICAL IMPORTANCE.

SAMPLE REQUIRED
THRU: DECEMBER 11
NEXT: JULY 12

THEY PURCHASE QUALITY MERCHANDISE AND SERVICES INCLUDING LUGGAGE, TRAVEL ACCESSORIES, INSURANCE, AIRLINE DISCOUNTS AND TRAVEL MAGAZINES.

DEMOGRAPHIC OVERLAY SELECTIONS AVAILABLE AT \$15.00/M INCLUDE:

MAIL ORDER BUYERS:	82,634
CREDIT CARD PRESENT:	39,907
PRESENCE OF CHILDREN:	66,882

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS. 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: DIRECT MAIL

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
CREDIT CARD HOLDERS	\$15.00/M
AGE OR INCOME	\$10.00/M
GENDER	\$6.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AM. WEST STEAMBOAT	EF EDUCATIONAL TOURS	MAJESTIC AM. LINES
ARTHUR FROMMER'S TRAVEL	ELDERHOSTEL	NEW YORK TIMES PUB
CONDE NAST PUBS	EXPLORICA	NEW YORK UNIV.
CRUISE INTERNATIONAL	JP MORGAN CHASE	RAMADA PLAZA
CRUISE ONE	LAUREATE, INC.	

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