

OCCUPATIONAL DETAILS MASTERFILE

281,434,965	TOTAL UNIVERSE		\$65.00/M	
5,355,921	PROFESSIONAL/TECHNICAL	ADD	\$10.00/M	
1,344,035	SALES/MARKETING	ADD	\$10.00/M	
2,988,926	TRADESMAN/LABORER	ADD	\$10.00/M	ADDRESSING:
4,650,124	HOMEMAKER	ADD	\$10.00/M	SEE SELECTIONS
1,894,091	RETIRED	ADD	\$10.00/M	
2,378,645	SELF-EMPLOYED	ADD	\$10.00/M	
2,570,479	HOME BUSINESS	ADD	\$10.00/M	KEYING: \$2.00/M
598,565	COLLEGE/UNIV. STUDENT	ADD	\$10.00/M	
306,096	TEACHER/EDUCATOR	ADD	\$10.00/M	MINIMUM ORDER:
94,728	GOVERNMENT/MILITARY	ADD	\$10.00/M	5,000

FROM ITW PUBLISHING, REACH INDIVIDUALS IN SPECIFIC SOCIAL WORK GROUPS. FROM BUSINESS OWNERS TO ADULT STUDENTS JUST LEARNING THEIR PROFESSION, FROM HOME-MAKERS TO RETIRED CITIZENS, THIS UNIQUE DATABASE PROVIDES ALL HOUSEHOLD DEMOGRAPHICS IN ADDITION TO THE OCCUPATIONAL CLASS.

SAMPLE REQUIRED
UPDATED MONTHLY

DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10.00/M:

AGE	MARITAL STATUS	INCOME
TRAVELER	LENGTH OF RESIDENCE	INVESTOR
HOMEOWNER	COMPUTER OWNER	HOME VALUE
ELECTRONICS OWNER		

LIFESTYLE SELECTIONS AVAILABLE AT \$15.00/M:

COMPUTER OWNER (BY TYPE)	CHILD'S AGE OR GENDER	WEALTH INDICATORS
MAIL ORDER BUYER (BY TYPE)	CREDIT CARD (BY TYPE)	VETERAN IN HOUSEHOLD
HOBBIES (BY TYPE)	ELECTRONICS (BY TYPE)	INTERNET ACTIVE
COLLECTIBLES (BY TYPE)	INVESTMENTS (BY TPE)	DONORS (BY CONCERN)
OWN SPA, POOL, HOT TUB	SPORTS INTEREST	TRAVEL (BY TYPE)
MUSIC PREFERENCE (BY TYPE)		

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 RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
LIFESTYLE DEMOGRAPHICS	\$15.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM, CARTRIDGE	\$50.00
ELECTRONIC MEDIA	\$50.00

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