

PARADISE TRAVEL BUYERS AND RESPONDERS

85,400	12 MO VACATION TRAVELERS	\$70.00/M	UNIT OF SALE:
44,078	6 MO VACATION TRAVELERS	\$80.00/M	\$375.00 AVERAGE
27,474	3 MONTH VACATION TRAVELERS	\$85.00/M	
12,811	EMAIL ADDRESSES	INQUIRE	GENDER: 50/50
			CAN SELECT

PARADISE TRAVEL BUYERS AND RESPONDERS SPEND HUNDREDS OF DOLLARS ANNUALLY TO ENJOY THEIR CHOICE OF EXOTIC VACATION GETAWAYS. THESE VACATION BUYERS AND RESPONDERS HAVE ALL RESPONDED TO A DIRECT MAIL VACATION PACKAGE AND RESPONDED VIA TOLL FREE CALL.

ADDRESSING:
SEE SELECTIONS

KEYING: 2.00/M

THE MAJORITY OF THESE FOLKS ARE VERY ACTIVE WITH AN AVERAGE INCOME OF \$46K AND AN AVERAGE AGE OF 39. 78% OF THESE CONSUMERS HAVE CREDIT CARDS IN THEIR NAME.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

MOST OF THE VACATION PACKAGES THESE ACTIVE UPSCALE TRAVELERS RESPONDED HAVE BEEN TO CARIBBEAN AND FLORIDA PACKAGES WITH CRUISE OPTIONS.

THRU: DECEMBER 11
NEXT: MARCH 12

THE FOLLOWING SELECTIONS ARE AVAILABLE AT AN ADDITIONAL \$10.00/M:

FLORIDA DESTINATIONS
CARIBBEAN DESTINATIONS
CRUISE TRAVELERS
FAMILY VACATIONS
ADULT VACATIONS
TRAVEL VIA AIRLINES
FOREIGN DESTINATIONS

ALL ORDERS CANCELLED AFTER MAIL DATE OR MERGE ARE REQUIRED TO PAY 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: TRAVEL AGENCY DIRECT MAIL RESPONSES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE/ INCOME	\$10.00/M
CREDIT CARD	\$15.00/M
PHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

ESCAPES	ISLANDS PUB. CO.	RAMADA PLAZA
FAIRFIELD RESORTS	NAT'L MAGAZINE EXCHANGE	

CONTACT LIST MANAGER: Dorothy@midwestdm.com

Midwest Direct Marketing, Inc.
501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com