

SWIMMING POOL OWNERS

469,176	12 MO. HOMEOWNERS WITH POOLS	\$70.00/M
162,663	12 MONTH MOB'S	ADD \$15.00/M
189,197	6 MONTH HOTLINE	ADD \$20.00/M
70,318	EMAIL ADDRESSES	\$150.00/M

GENDER:
CAN SELECT

ADDRESSING:
SEE SELECTIONS

THESE CONSUMERS ARE 100% HOMEOWNERS WITH SWIMMING POOLS. POOLS ARE A HIGH-MAINTENANCE LUXURY ITEM REQUIRING CONSTANT CARE AND MAINTENANCE.

KEYING: \$3.00/M

THESE UPSCALE FAMILIES PURCHASE HUNDREDS OF DOLLARS WORTH OF POOL ACCESSORIES SUCH AS CHEMICALS, POOL TOYS AND GAMES, SHRUBS AND LANDSCAPE PRODUCTS AS WELL AS DECK AND PATIO ACCESSORIES.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THIS FILE HAS BEEN OVERLAYED WITH DEMOGRAPHIC AND LIFESTYLE DATA AS WELL AS DWELLING AND PROPERTY CHARACTERISTICS. INQUIRE FOR ADDITIONAL SELECTIONS NOT LISTED.

UPDATED MONTHLY

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.

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: MORTGAGE DATA, ASSESSOR INFO, SURVEY DATA, MAIL ORDER BUYERS.

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
3 MONTH HOTLINE	\$15.00/M
1 MONTH HOTLINE	\$15.00/M
MARITAL STATUS	\$10.00/M
AGE OR INCOME	\$10.00/M
CHILDREN	\$15.00/M
LENGTH OF RESIDENCE	\$10.00/M
AGE OF HOME	\$15.00/M
MORTGAGE DATA	\$15.00/M
TELEPHONE NUMBERS	\$30.00/M
MAIL ORDER BUYERS	\$15.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AMERICAN INCOME LIFE
BOSE WAVE RADIO
CHRISTIAN MEMORIAL

COUNTRY CASUAL
EMERALD MORTGAGE
PRESTIGE CARPETS

ROSIE WELLS ENT.

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