

TIME SHARE PROMOTION RESPONDERS & RESORT GUESTS

75,882 3 MO. RESPONDERS \$85.00/M
 30,089 AVERAGE MONTHLY HOTLINE ADD \$15.00/M
 11,378 EMAIL ADDRESSES \$150.00/M

UNIT OF SALE:
 \$300.00 AVERAGE

GENDER: 60% MALE
 CAN SELECT

THESE PRE-SCREENED RESPONDERS HAVE TRAVELED TO RESORT DESTINATIONS AND ATTENDED A TIME SHARE PRESENTATION. THESE PEOPLE ARE ADVENTUROUS, OPEN-MINDED, CULTURED AND A FUN-LOVING GENERATION. ALL HAVE A MAJOR CREDIT CARD FOR EXTRAVAGANT SHOPPING, ENTERTAINMENT AND DINING PLEASURES. ALL ARE MARRIED AND MOST HAVE CHILDREN.

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

THESE TRAVELERS ARE ADDICTED TO THE LUXURIOUS LIFE. THEY VISIT SPAS AND GYMS AND OF COURSE, THEY ENJOY POOLSIDE LIVING. MANY PARTAKE IN TOURED EXCURSIONS, MINI CRUISES, PARASAIL, DEEP SEA FISH, SNORKEL AND SCUBA DIVE.

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

UPDATES MONTHLY

THEIR AVERAGE AGE IS 40 WITH AN AVERAGE INCOME OF \$80,000. THEY ARE ALWAYS WILLING TO SPEND THEIR INCOME WHILE SEARCHING FOR THE VACATION SPOT OF THEIR DREAMS.

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.

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: BOOKED THROUGH TRAVEL AGENCIES

SELECTIONS: STATE, SCF, ZIP \$6.00/M
 PHONES \$30.00/M
 ZIP TAPE SET UP FEE \$50.00
 CD ROM \$50.00
 DISKETTE \$30.00
 ELECTRONIC MEDIA \$50.00

** USAGE **

FAIRFIELD ADVERTISING

STONEWATER COVE

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