

List Management

SERVICES inc.

Professional Data Services for the Direct Marketing Industry

LMS Vacation Traveler Masterfile

Minimum order 5,000

<u>Counts</u>	<u>Selections</u>	<u>Price/M</u>
560,541	Universe	\$100/M
	1 Month Hotline	+\$15/M
	3 Month Hotline	+\$10/M
	6 Month Hotline	+\$5/M
78,936	Email Addresses	\$120/M
	Fundraising/Non-Profit Offers	\$70/M

Summary: Travel enthusiasts who have paid to receive a vacation package offer.

Description: The LMS Vacation Traveler Masterfile contains travel & tourism active consumers. These consumers have responded to a direct response offer including 3 days & 2 nights for a discounted fee as well as access to a travel membership group. This file is perfect for timeshare, travel, cruises, luggage, insurance, credit cards and more. This is a great multi-channel file; note the email quantity.

Lifestyle Selections: \$10/M

- Travel - US
- Travel - Foreign
- Boating & Sailing
- Camping & Hiking
- Fishing
- Recreational Vehicles
- Golf
- Snow Skiing
- Campgrounder

SOURCE: Direct Response; Online Web Registration

NAMES THROUGH:

May 2009

UPDATED: May 2009

SELECTIONS:

Mail Order Buyers, Mail Order Responder, Mail Order Donor: \$10/M

Gender, Age, HHI, Marital Status, Presence of Children:\$10/M

Geography: \$6/M

Phones: \$20/M

E-mail Available

MALE 43% **FEMALE** 51%

AVAILABLE ON:

CD \$25/Flat

E-MAIL \$50/Flat

FTP \$50/Flat

DELIVERY:

3 WORKING DAYS

RUSH FEE AVAILABLE:

\$50/Flat

NET NAME POLICY:

85% on orders of 50M or more with \$10/M running charge.

PAYMENT POLICY:

New mailers or brokers must prepay. Net 30 days from mail date.

CANCELLATION POLICY:

If cancellation is made before order is run, no charges are incurred. Orders cancelled before maildate will incur a \$50 cancellation fee, \$10/M running charge plus shipping, selects and format fees. Orders cancelled after maildate and/or merge must be paid in full.

All files maintained with NCOA, DSF, DMA No Pandered

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