
LIST SERVICE DIRECT INC.

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E-Mail: info@listservicedirect.com

Visit us on the web at www.listservicedirect.com

BABY BOOM GENERATION

TOTAL FILE: 16,052,071

BASE PRICE: \$65/M

HOTLINE: \$10/M

The LSDI "Baby Boom Generation" file consists of individuals born between 1945 and 1960. These individuals are in their prime earning years and are excellent prospects for most offers.

SELECTIONS:

Hotline:	\$10/M
Geography:	\$5/M
Income:	\$5/M
Age:	\$5/M
Gender:	\$5/M
Marital Status:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Donor:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Children:	\$5/M
Telephones:	\$25/M

Minimum Order: 5,000

FORMAT:

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
Mag Tape/ IBM 3480 Cartridge:	\$25 Flat
CD-ROM/Zip Tape/ Diskette/E-Mail:	\$35 Flat

CANCELLATION POLICY:

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

UPDATE CYCLE:

NCOA'd quarterly, new names added monthly.