

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

19000S

BACK TO THE FUTURE HEADED FOR COLLEGE

It's that time of year again and thousands of college students are headed back to school to begin/continue working on a degree for their future. These young adults have one thing in common; they are taking steps towards their future careers and are looking for products and services to help make their endeavor easier and more productive. These individuals have responded to a survey indicating that they or a family member is returning to college, starting college or is in college. These individuals would welcome offers pertaining to online services, educational offers and services, job recruitment, credit card offers, banking and student loans, computers, insurance, automotive, wireless communication, subscriptions, catalogs and magazines, travel, music and many more direct mail offers. Sourced from direct mail and internet survey.

MONTHLY HOTLINE - 150,000

Total Database - 5,390,000

Available Selects \$5/M

Back to College Students	1,080,000
Starting College	2,600,000
High School Seniors	1,710,000

Also available at Email address

Additional Selects \$5/M

Computer/Supplies Buyers	Homeowner
Credit Card Holder	Online Apparel Buyer
Ethnic	Online School Supplies Buyers
Furniture/Furnishings Buyers	Retail Apparel Buyers
Household Income	Retail School Supplies Buyers

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome

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