

# BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

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## CASINO LOVERS, SWEEPSTAKES & LOTTERY PLAYERS

The Casino Lovers, Sweepstakes & Lottery Players all have one thing in common - the desire to "hit" it big! The thrill of potentially being the big winner keeps these individuals coming back to play again and again. The individual consumers in this list are responders to casino tour packages, survey responders stating they have been to a casino in the last six months or are registered members to online casino gambling sites. Choose from the numerous selects available including gender, income and geographic area to further target your audience. Whether marketing to card players, slots lovers or bingo enthusiasts the Casino Lovers, Sweepstakes & Lottery Players file is a sure bet to start your next direct mail, telemarketing or email campaign.

### Total Database - 2,308,815

Gambling	634,892
Lottery Players	763,974
Sweepstakes	909,949

### Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Income Select	\$8/M
Minimum Order	5000	Recency (3 Mos)	\$20/M	Age Select	\$8/M
Email	\$50/F	Recency (6 Mos)	\$15/M	Gender Select	\$8/M
FTP	\$50/F	Key Coding	\$5/M	Geographic Select	\$8/M

*Brokers Welcome*