

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

98900S

SPORTS ENTHUSIASTS

The Sports Enthusiasts list offered by Byrum & Fleming consists of avid sports men and women.. They like to receive offers relating to the sports that they follow or participate in. These individuals have been double opt-in qualified from registering on a web site. The postal addresses have all been run through a postal hygiene program to insure the deliverability of the addresses. These individuals have indicated that they want to receive information and should welcome offers relating to these sports.

Total Database - 2,150,020

Available Selects \$5/M

| | |
|---------------------------------|---------|
| Baseball | 199,450 |
| Basketball | 132,690 |
| Bicycling | 153,310 |
| Boating & Sailing | 90,420 |
| Fishing | 299,590 |
| Football | 310,220 |
| Golf | 223,630 |
| Hunting & Guns | 210,490 |
| Hockey | 53,710 |
| Skiing | 199,610 |
| Soccer | 63,990 |
| Tennis | 111,409 |
| Organized & Professional Sports | 19,209 |
| Sports Collectors | 89,630 |
| Sports Equipment | 43,210 |

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