

**READY\*SET\*TRAVEL- On Line Travel Transactions-Postal & E-Mail**

**SEGMENTS**

**January 2012**

		<b>Base</b>
<b>209,582</b>	<b>30 Day HL +\$15/M</b>	<b>\$85/M</b>
<b>357,698</b>	<b>60 Day HL +10M</b>	
<b>571,989</b>	<b>90 Day HL +\$5/M</b>	

**Email addresses on 100% of the file; add \$25/M.**

**Please inquire about suppression, hosting & opt-out fees**

**DESCRIPTION**

These consumers are highly impulsive, having recently searched the web for the best, last minute travel deals. On average they spend upwards of \$500 to book their trip. What a year for travel! These spenders are seizing every opportunity to cash in in rewards & points, pulling out all stops and using their own credit cards to secure unexpected vacation getaways.

Whether they are flying, driving, training, RV'g or cruising, they are using their credit cards to make these trips a reality. Select by LAND or AIR travel (50/50).

Average age: 50-55; income \$50K+. Mostly educated homeowners. Phone numbers are available. Age & Income selectable at \$10/M

Sample mailing piece required.

We believe information provide herewith to be correct but cannot guarantee the accuracy or results of the marketing campaign.

**Contact:**

Terry Hudock

**Phone: 203.698.0708**

**Fax: 203.698.0712**

Email: [thudock@soundbeachmarketing.com](mailto:thudock@soundbeachmarketing.com)

**Debbie Tether**

**Phone 203.270.8995**

**Fax: 203.270.0577**

Email: [debtether@soundbeachmarketing.com](mailto:debtether@soundbeachmarketing.com)

**SELECTS:**

State/SCF/Zip \$7.50/M

Cancellation fee: \$100

Email/FTP: \$50/L

Run Charges: \$7.50/M

Gender \$7.50/M

Phone Numbers: Inquire

Age/Income: \$10/M

UNIT OF SALE:\$500

AVERAGE INCOME:

\$50K

MINIMUM ORDER:

Postal: 10M; EMAIL:

\$2,000

REUSE; inquire

