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# LIST SERVICE DIRECT INC.

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Two Christie Heights Street, Leonia, NJ 07605 (201) 585-1447 (800) 371-5487 FAX: (201) 585-1732

E-Mail: [info@listservicedirect.com](mailto:info@listservicedirect.com)

Visit us on the web at [www.listservicedirect.com](http://www.listservicedirect.com)

## FREQUENT FLYERS

**TOTAL FILE: 1,689,209 @ HOME**  
**1,120,283 @ BUSINESS**

**BASE PRICE: \$80/M**  
**+5/M**

The LSDI Frequent Flyer file is comprised of travelers who frequent domestic & international destinations. This multi-sourced file is compiled from duty-free purchases, in-flight telephone users, responders and purchases made from in-flight magazines and catalogs. This file may be selected by home or business address. Additional information has been appended to make this a responsive, revenue-generating list.

### ***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.