
LIST SERVICE DIRECT INC.

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Visit us on the web at www.listservicedirect.com

IVY LEAGUE ALUMNI

TOTAL FILE: 24,818

BASE PRICE: \$125/M

HOTLINE: \$10/M

These Ivy League Alumni have excelled since graduation. They are today's leaders in Industry, Medicine and Law. They are among the most affluent, influential, and sophisticated in the country. Ivy League graduates have an average household income of \$148,800 and have an average net worth of \$1.3 million. Reach these prospects at their business address. This file is compiled from alumni and fraternal organization donors.

SELECTIONS:

Hotline:	\$10/M
Geography:	\$5/M
Telephones:	\$25/M
Contact Name:	\$10/M
Executive Title:	\$10/M
Age:	\$5/M
Gender:	\$5/M
School Graduated From:	\$15/M
Year Graduated:	\$5/M
Ethnicity/Religion:	\$15/M

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

Minimum Order: 5,000

UPDATE CYCLE:

NCOA'd quarterly, new names added monthly.

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.