

GOLFING GREEN CARD

88,098 ACTIVE PAID MEMBERS	\$95.00/M	UNIT OF SALE:
6 MONTH HOTLINE	ADD \$10.00/M	\$64.00 AVERAGE
3 MONTH HOTLINE	ADD \$15.00/M	
1 MONTH HOTLINE	ADD \$20.00/M	
EMAIL ADDRESSES	INQUIRE	

GENDER: 96% MALE
CAN SELECT

THE GOLFING GREEN CARD IS A MEMBERSHIP PROGRAM
OFFERING CLUB MEMBERS OVER \$1,300 WORTH OF GOLF
AND DISCOUNTS FOR ONLY A \$64.00 MEMBERSHIP FEE.

ADDRESSING:
SEE SELECTIONS

THE GREEN CARD OFFERS DISCOUNT ACCESS TO MEMBER
COURSES AND UP TO 50% DISCOUNTS FROM PARTICIPATING
RETAIL STORES, MAGAZINES, GOLF TRAVEL VACATIONS
AND MUCH MORE.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

THESE GOLFERS ARE AVID ENTHUSIASTS WHO PURCHASE
QUALITY GOLF EQUIPMENT AND ACCESSORIES. WITH AN
AVERAGE INCOME OF \$62,000 AND AGE RANGING FROM
26-56, THEY HAVE THE DISPOSABLE INCOME AVAILABLE
TO PURCHASE GOLF ACCESSORIES, GIFT ITEMS,
INSTRUCTIONAL VIDEO TAPES, GOLF TRIPS AND ITEMS FOR
THE HOME AND OFFICE.

SAMPLE REQUIRED

UPDATED MONTHLY

ADDITIONAL SELECTIONS AVAILABLE AT \$10.00/M INCLUDE:
DNC SCRUBBED PHONES = 37,111
MAIL ORDER BUYERS = 81,392
MAGAZINE SUBSCRIBERS = 35,006
DONORS = 62,641

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR
RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE
ARE REQUIRED TO BE PAID IN FULL.
ALL CANCELLED ORDERS, WHETHER RUN OT NOT, WILL BE
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: 95% DIRECT MAIL 5% RETAIL

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
PRODUCT RESPONDERS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com