

**GOLFING GREEN CARD**

88,012 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 OR 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

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