

LIFESTYLE GAMBLERS

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|---------|-------------------|---------|-----------|
| 470,977 | 12 MONTH GAMBLERS | | \$70.00/M |
| | 6 MONTH HOTLINE | ADD | \$5.00/M |
| | 3 MONTH HOTLINE | ADD | \$10.00/M |
| | 1 MONTH HOTLINE | ADD | \$15.00/M |
| | EMAIL ADDRESSES | INQUIRE | |

GENDER: 50/50
SELECTABLE

THESE CONSUMERS ENJOY CASINO GAMBLING. WHETHER BLACK JACK, POKER, ROULETTE, CRAPS OR THE SLOTS, THESE GAMBLERS VISIT LOCAL CASINOS ROUTINELY AND SEEK CASINOS WITH THE HIGHEST PAY OUTS AND LOOSEST SLOTS. MANY TRAVEL FREQUENTLY THROUGHOUT THE YEAR VISITING CASINOS OF CHOICE NATIONWIDE. MANY PLAN THEIR VACATION AROUND THEIR CASINO DESTINATION. MANY ENJOY THE NIGHT LIFE, SHOWS AND ENTERTAINMENT, VISIT AREA GOLF COURSES AND OTHER LOCAL LANDMARKS WHILE VISITING THEIR CASINO OF CHOICE.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

ADDITIONAL SELECTIONS AVAILABLE AT \$10/M INCLUDE:

| | |
|--------------------|---------------|
| POKER / CARD GAMES | SLOT MACHINES |
| OTHER TABLE GAMES | HORSE RACING |
| SPORTS BETTING | STAGE SHOWS |
| LUXURY HOTEL | WHALES |
| BUDGET HOTEL | |

THE AVERAGE AGE OF THESE GAMBLERS IS 42 AND THEIR AVERAGE INCOME IS \$65,000.

SAMPLE REQUIRED

DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10/M INCLUDE:

| | | |
|------------|---------------------|----------------------|
| AGE | MAIL ORDER BUYER | MARITAL STATUS |
| INCOME | CREDIT CARD BUYER | HOME OWNERSHIP |
| ETHNICITY | LENGTH OF RESIDENCE | ADULT INTERESTS |
| OCCUPATION | ASTROLOGY | PRESENCE OF CHILDREN |
| LOTTERY | SWEEPSTAKES | TOBACCO USE |
| WINE/ BEER | GAY/ LESBIAN | SWEEPSTAKES |

UPDATED MONTHLY

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: CASINO MARKETING SOLICITATIONS

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|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| GENDER | \$6.00/M |
| GAMBLING INTERESTS | \$10.00/M |
| DEMOGRAPHIC SELECTIONS | \$10.00/M |
| ETHNICITY | \$10.00/M |
| CREDIT CARD TYPE | \$10.00/M |
| EMAIL DELIVERY | \$75.00 |
| FTP DELIVERY | \$100.00 |

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