

# MGI's Travel & Timeshare Masterfile



|         |                           |          |
|---------|---------------------------|----------|
| 157,336 | Total Universe, base rate | \$80/M   |
| 157,336 | Postal Addresses          | \$80/M   |
| 20,370  | Last 12 Months            | +\$10/M  |
| 157,256 | Telemarketing             | +\$95/M  |
| 3,132   | Email addresses           | +\$175/M |

#### Selections Available:

|            |        |
|------------|--------|
| State, SCF | \$10/M |
| Key Code   | \$5/M  |
| Nth Select | N/C    |

#### Delivery Format:

|                           |        |
|---------------------------|--------|
| Pressure-Sensitive Labels | \$35/M |
| By E-mail with NCOA       | \$85   |

Last Update: 09/09

#### For emails deployed to Masterfile:

- +\$100 per HTML format
- +\$100 testing fee after 3 tests
- +\$200 suppression list
- +\$100 personalization

Reach 2 important market segments in one Masterfile!

MGI's Travel & Timeshare Masterfile gives you postal, telemarketing, and email access to households with **disposable income** who also practice long-term **vacation and travel planning** and that's why they actively seek out resort options, timeshare properties, and travel packages.

**Address Type:** 100% Home Addresses  
**Source:** 100% Direct Marketing Generated

#### Demographic Information:

- Male 35 %
- Female 51 %

#### If this list interests you, we also manage:

American Bus Association  
ASTA (formerly American Society of Travel Agents)  
National Recreation and Park Association

#### TERMS AND CONDITIONS:

- Minimum order: 5,000 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hours turn around time once sample is approved by list owner
- Standard 20% commission to recognized brokers
- First time customers must prepay
- For rush orders less than 5 days, add \$50
- \$100 fee on orders cancelled before mail date, plus applicable running charges
- Full payment is required for orders cancelled after mail date
- Terms subject to change without notice

MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing. In no event will MGI's liability exceed the cost of the list. MGI reserves the right to refuse orders.

#### DELIVERABILITY GUARANTEE:

MGI must receive undeliverable mailpieces sent to addresses from the use of this list within 90 days of invoice date for the mailer to qualify for any postage refund.



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