



304 Indian Trace #315 Weston, Florida 33326

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www.boldmediallc.com

Auto-Zoners Data Card

TOTAL FILE: 1,405,106

BASE PRICE: \$80/M

QUARTERLY HOTLINE: 180,202

Bold Media LLC. Communications Auto-Zoners file is comprised of avid do it yourselfer's of the Automotive Industry as well avid Car Club members. These members respond well to all automotive related offers. Whether it is parts, services, car care products, tools, etc...

* 90% Male

* \$70,000 Median HH Income

SELECTIONS:

Hotline:	\$10/M
Geography:	\$5/M
Income:	\$5/M
Age:	\$5/M
Gender	\$5/M
Martial Status:	\$5/M
Online Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Children:	\$5/M
Telephones:	\$25/M

Minimum Order: 25,000

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

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.

UPDATE CYCLE:

NCOA'd quarterly, new names added monthly.