



304 Indian Trace #315 Weston, Florida 33326

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Fitness Impaired

TOTAL FILE: 8,244,842

BASE PRICE: \$90/CPM

Hotline Data: 400,000+/- quarterly

The "Bold Media LLC. Consumer data card on the "obese" is comprised of individuals who have a medical condition that affects their thyroid gland and/or they have an eating disorder. These individuals have answered various surveys either online or by direct mail from Pfizer, Merck, and Johnson & Johnson. This mailing list is available to companies looking to generate feedback and revenue on new products and services revolving around obesity.

SELECTIONS:

3 Month Hotline:	\$10/M
Geography:	\$5/M
Investment Type:	\$5/M
Income:	\$5/M
Net Worth:	\$5/M
Age:	\$5/M
Gender:	\$5/M
Marital Status:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Donor:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Telephones:	\$25/M

FORMAT:

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
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 and ECOA quarterly, new names added daily.