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Gay and Lesbian

TOTAL FILE: Postal = 1.2 / Email = 628k

BASE PRICE: \$75/M

This file contains gays and lesbians from around the USA. This demographic has a high income and good level of education. This group is highly responsive to a wide range of offers: online shopping, incentive offers, travel, and cruises just to name a few.

The source of the data: www.out.com

Postal:

552,736 - California

428,301 - NY

218,963 - Florida

Email:

300k - California

218k - NY

110k - Florida

SELECTIONS:

Geography:	\$10/M
Age:	\$5/M
Gender	\$5/M
Credit Card Holder	\$15/M
Ethnicity:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Parents of Student	\$5/M
Homeowner:	\$5/M
Presence of Children:	\$5/M
Age of Children:	\$5/M
Telephones:	\$40/M

FORMAT:

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'd quarterly, new names added monthly.

Minimum order: 7,500 postal records

Email: 10,000 records