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Bold Media LLc. Sports Enthusiasts

TOTAL FILE: 7,538,000+

Total file postal with general email

BASE PRICE: \$75/M

The Bold Media LLc. Sports Enthusiasts file allows you to target active responders who indicated their interest online for sports and fitness related offers. These men and women enjoy both watching and participating in sports. They're involved in individual and team sports such as golf, fishing, diving, swimming, skiing, tennis, rollerblading, running, racquetball, snowboarding, surfing, water-skiing, auto racing, baseball, football, hockey, and soccer. These energetic consumers are highly responsive to offers that are targeted specifically to their particular sport or fitness interest.

SELECTIONS:

Geography:	\$10/M
Age:	\$5/M
Gender	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Credit Card Holder	\$15/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Parents of Student	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Children:	\$5/M
Class Year:	\$15/M
Telephones:	\$40/M
Sport Select:	\$20/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: 20,000 records