



# Southwest Timeshare Tours

Segment	Count	Price
Universe / Base Rate	2,882,144	\$90.00/M

These leisure travelers focused on enjoying quality time with their spouse, friends and family. This direct response audience represent the upper end of U.S. domestic vacationers who travel to the southwest (AZ, TX, NM, CA, CO) for their family vacations. Mountains, desert, skiing, golf, mountain biking are ALL selectable. Exclusivity is available on some leads. Unique to this list is the interest in environmental friendliness.

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### Additional Selects

OCCUPATION \$10.00 /M  
 PHONE NUMBER \$60.00 /M  
 PRESENCE OF CHILDREN \$10.00 /M  
 STATE \$2.00 /M  
 ZIP \$2.00 /M

LIST TYPE  
 Consumer- mail, email,  
 phone

SOURCE  
 Direct Mail, Telemarketing,  
 Direct Tv, Modeled

GEOGRAPHY  
 Domestic (US)

Counts through 11/03/2009

### SELECTS

AGE \$5.00 /M  
 Destination Preference  
 \$10.00 /M  
 ETHNICITY \$20.00 /M  
 HOME OWNER \$5.00 /M  
 INCOME SELECT \$5.00 /M  
 MARITAL STATUS \$5.00 /M

MINIMUM ORDER 5,000

FOR MORE  
 INFORMATION PLEASE  
 CONTACT

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