



# Timeshare Elite

Segment  
Universe / Base Rate

Count  
5,812,255

Price  
\$85.00/M

Frequent leisure travelers focused on enjoying quality time with their family. This direct response audience represent the upper end of U.S. domestic travelers. These families travel for various experiences. Select by destination interest:beach, mountain, desert, golf, family, theme park. Exclusivity is available on some leads. Unique to this list is the interest in environmental friendliness.

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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  
OCCUPATION \$10.00 /M  
PRESENCE OF CHIL-  
DREN \$10.00 /M

MINIMUM ORDER 5,000

FOR MORE  
INFORMATION PLEASE  
CONTACT

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