

Listopedia Consortium Sports Fans

3,385,643	Total Universe/Base Rate	\$120/M
	Email	\$120/M
	Postal	\$120/M

The Sports Fans file consists of individuals who have indicated that they have an interest in a variety of sports.

These opted-in subscribers have provided detailed information to a lifestyle questionnaire and indicated that they would like to receive third party information. They have specified the type of sports that they enjoy either as a spectator or participant.

Sports Selects:

Baseball	Hockey
Basketball	Horse Racing
Bicycling	Hunting
Boxing	Nascar
Fantasy Football	Racing
Fantasy Sports	Skiing
Fishing	Soccer
Football	Tennis
Golf	Wrestling

Recommended Usage: Test this file for sports offers, magazine subscriptions, sporting events, travel offers and more.

Special Instructions:

Minimum order is 10,000 records. Prepayment required for first time renters. Net terms available with approved credit. Turnaround time is 24-72 hours. Orders cancelled after email deployment or data processing require payment in full.

MAG List Code	TLC049
Minimum Order	10,000
List Type	Consumer
Opt-In	Confirmed Opt-In
Source	Internet/On-Line

SELECTS

Age	No Charge
Gender	No Charge
Geography	No Charge
Income	No Charge
Lifestyle Select	No Charge
Monthly Hotline	No Charge
Presence of Children	No Charge
Sports Select	No Charge

ADDRESSING

Additional Creative	\$250/F
CD Rom	No Charge
Electronic Fulfillment	No Charge
Email Testing	No Charge
Run Charge	\$10/M
Suppression <250K	\$300/F
Suppression >250K	\$500/F
Tracking	No Charge

Sample Mailing Piece Required

Manager

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