



Action Parents Database

3,600,000	6 Month Hotline	\$95/M
600,000	30 Day Hotline	+\$11/M
	Fundraising	\$85/M

Description:

Reach 30-day hotline direct responsive parents whose current buying mode has been triggered by major purchase, a move or a new line of credit. As a result, they are buying merchandise, goods & services for themselves and their families.

Selections:

Age of Adult or Child(ren)	\$11.00/M
Income	\$11.00/M
Gender of Child(ren)	\$11.00/M
Gender of Adult)	\$7.00/M
Homeowner	\$11.00/M
Dwelling Type	\$11.00/M
Length of Residence	\$11.00/M
Geography	\$7.00/M
Ethnicity / Religion	\$11.00/M
Mail Order Buyers	\$11.00/M
Donors	\$11.00/M
Marital Status	\$7.00/M
Credit Card Type	\$11.00/M
Sweepstakes Entrants	\$11.00/M
Hobby Buyers by Type: <i>Craft's, Sewing – Buyer; Fishing; Gardening; Gourmet Cooking / Fine Food; Hunting/Shooting; Motorcycle; NASCAR; or Stamps, Coins, Collectibles</i>	\$11.00/M

Please inquire for additional selections!

AVRICK DIRECT, INC.

1021 Tremonto Road, Santa Barbara, CA 93103
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LIST TYPE

30 Day Hotline

UNIVERSE

6 Month 3,600,000

GEOGRAPHY

United States

SOURCE

Children's database + overlays

GENDER PROFILE

52% Boys / 48% Girls

MINIMUM ORDER

5,000 minimum order

MEDIA TYPE

Email/FTP: \$50 Flat
CD Rom/Cartridge: \$35 Flat

ORDERS OR COUNTS FOR THIS QUALITY LIST:

Orders: orders@avrick.com

Counts: counts@avrick.com

Phone: (805) 683-6551

Fax: (805) 683-6553

CONTACT INFORMATION

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