

**BOAT OWNERS W/MARINE RADIOS —
INDIVIDUALS**

\$65/M
MIN. \$200

#204a-X0000-17-R
2005

**632,307 Owners of Boats Equipped w/Marine Radios
with 613,070 By Name**

This is the top end of the market. The radios are expensive, as are the boats. These individuals are good prospects for marine, water sport and outdoorsmen offerings, as well as high ticket general offers.

SELECTIONS - \$5/M ADDITIONAL

- ✓ Boat Size
- ✓ Class of Boat
- ✓ Gross Tonnage
- ✓ Hull Material

FW

**Zip Sequence
4-up Cheshire**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**P-S Labels - \$6/M
Mag Tape - \$25
Disk/Email/CD/FTP - \$50/L**

**State - \$2.50/M
SCF - \$2.50/M**

**Keying - \$2/M
Title Address - \$2/M**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

93% w/Zip+4

**SAMPLE MAILING
PIECE REQUIRED**

BOAT OWNERS W/MARINE RADIOS

5,279 AL	88,164 FL	10,667 LA	568 NE	29,892 OH	16,031 TX
7,442 AK	7,316 GA	7,614 ME	2,451 NV	836 OK	1,512 UT
2,585 AZ	3,208 HI	25,338 MD	3,770 NH	9,209 OR	2,034 VT
696 AR	1,082 ID	26,101 MA	31,248 NJ	22,025 PA	21,713 VA
62,317 CA	16,433 IL	48,104 MI	421 NM	4,716 RI	33,680 WA
2,095 CO	5,416 IN	6,561 MN	47,987 NY	6,428 SC	709 WV
15,101 CT	1,852 IA	3,577 MS	16,364 NC	656 SD	11,995 WI
5,345 DE	605 KS	2,241 MO	382 ND	2,776 TN	237 WY
932 DC	1,964 KY	372 MT			



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FRED WOOLF LIST CO., INC.

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