

**PONTOON BOAT OWNERS**

\$75/M  
MIN. \$400

2008



Zip Sequence  
4-up Cheshire

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Geography - \$5/M

Prizm - \$10/M  
Microvision - \$10/M  
Keying - \$3/M

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

P-S Labels - \$10/M

Cartridge - \$30  
Disk/Email/CD/FTP - \$50/L

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Phones - \$20/M

**SAMPLE MAILING  
PIECE REQUIRED**

**327,846 Pontoon Owners**  
**186,032 with Phones - \$20/M**

Owners of **PONTOON BOATS**, which have the appearance of a motorized floating patio, enjoy slow floating and family entertainment on a small lake or river. They do some fishing and other water sports and, in many cases, maintain a vacation home.

**Boat Demographics**

Boat Size — \$5/M                      Propulsion Type — \$5/M  
Boat Mfr — \$55/M                      Motor Type — \$5/M

**Family Demographics**

Mail Order Buyers — \$15/M      Net Worth — \$20/M      Home Value — \$15/M  
Occupation — \$5/M              Age — \$10/M              Gender — \$5/M  
Length of Res — \$5/M              Donors — \$10/M              Children in Hsld — \$5/M  
Credit Card — \$10/M              Marital Status — \$5/M  
Dwelling Type — \$5/M              Pet Owner — \$5/M  
Home Owners/Renters — \$5/M      Catalog Buyers — \$15/M

**PONTOON BOAT OWNERS**

13,797 AL	24,863 FL	4,886 LA	1,991 NE	19,874 OH	328 TX
32 AK	21,553 GA	3,132 ME	1,158 NV	85 OK	378 UT
4,901 AZ	19 HI	2,447 MD	681 NH	2,587 OR	40 VT
12,709 AR	495 ID	3,791 MA	162 NJ	628 PA	9,176 VA
1,280 CA	3,647 IL	34,913 MI	33 NM	22 RI	272 WA
1,623 CO	1,120 IN	33,382 MN	6,185 NY	19,220 SC	2,339 WV
254 CT	5,852 IA	3,823 MS	21,265 NC	128 SD	18,651 WI
52 DE	167 KS	7,773 MO	4,268 ND	20,805 TN	27 WY
18 DC	7,437 KY	331 MT			

★ **Compilers, Brokers & Managers Since 1972** ★



ALL LISTS RENTED FOR ONE-TIME USE ONLY. Special arrangements may be made for multiple use of compiled lists, usually at double the one-time rate.

**FRED WOOLF LIST CO., INC.**

P.O. BOX 346 □ SOMERS, NY 10589-0346  
info@woolflist.com □ www.woolflist.com  
(914) 694-4466 □ FAX (914) 694-1710 □ (800) 431-1557

GUARANTEE: We guarantee 95% of all Compiled List names, and will refund the current minimum Standard Mail postage for each "nixie" in excess of 5% of the total mailed, with the provision that the returns must be in our hands within 60 days from the date the list was supplied. Guarantee does not apply to duplicate copies of lists, or to phone numbers.

**Mailing List Compilers, Brokers and Managers  
Since 1972**

*You name the list — We list the names*