

GAMBLERS GALORE

\$100/M
MIN. 5,000

#507a-X0000-45-R

11,852,961 Casino Gamblers

SCORE BIG!! Contact these **Casino Gambling enthusiasts** who have reported visiting various gambling casinos including Las Vegas, Atlantic City, Reno and many others. Some as many as 6 or more times in the last year! Virtually all have \$50,000, or higher, income.

Over 3.7 million gamblers with \$100,000+ income!

SELECTIONS AVAILABLE – Add'l Costs as Shown

- ✓ **Income — \$5/M**
3,734,617 with \$100,000+
 Also select: \$125,000+
 \$150,000+
 \$200,000+
 \$250,000+
- ✓ **Marital Status — \$5/M**
- ✓ **Presence of Children — \$10/M**
- ✓ **Homeowners — \$15/M**
- ✓ **Children by Age — \$15/M**
- ✓ **Age — \$10/M**
- ✓ **Gender — \$5/M**
- ✓ **Mail Order Buyers — \$10/M**
- ✓ **3,779,590 Gamble in Las Vegas — \$5/M**
- ✓ **3,285,036 Gamble in Atlantic City — \$5/M**
- ✓ **2,687,342 Gamble in Reno/Lake Tahoe — \$5/M**
- ✓ **2,334,987 Gambled 10+ times this year — \$5/M**
- ✓ **795,486 Gambled 6 - 10 times this year — \$5/M**

FW

**Zip Sequence
4-up Cheshire**

P-S Labels - \$10/M

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

State - \$5/M
SCF - \$5/M
Zip - \$5/M

Keying - \$2/M

★★★★★★★★★★

**NO
TELEMARKETING
ALLOWED**

**SAMPLE MAILING
PIECE REQUIRED**

113,876 AL	708,526 FL	108,185 LA	47,849 NE	385,555 OH	833,798 TX
29,217 AK	267,524 GA	33,056 ME	108,330 NV	75,791 OK	49,856 UT
225,839 AZ	82,630 HI	343,674 MD	53,490 NH	120,303 OR	17,588 VT
48,837 AR	16,709 ID	308,456 MA	535,651 NJ	424,522 PA	343,351 VA
2,213,825 CA	598,342 IL	439,215 MI	68,618 NM	46,741 RI	279,784 WA
216,018 CO	211,140 IN	179,785 MN	787,786 NY	114,618 SC	23,569 WV
213,097 CT	71,263 IA	50,475 MS	260,685 NC	14,313 SD	176,123 WI
39,207 DE	83,360 KS	169,591 MO	12,273 ND	148,572 TN	11,814 WY
32,125 DC	90,972 KY	17,037 MT			

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.



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You name the list — We list the names