

NEW BIRTHS & PRENATALS

#312-X0331/X0928-45-R

3,030,000+ New Births (Families with newborns) - \$105/M, \$525 Minimum

1,515,000+ Prenatals (Expectant parents) - \$125/M, \$625 Minimum

Monthly Hotline Names - \$25/M Additional

Weekly Hotline Names - \$25/M Additional

A continuously updated file (monthly), taken from birth records and other public data sources.

The months before and after a new birth are often a period of unusually high purchasing activity. The immediate needs of the new infant inspire purchases including diapers, clothes, formula, cribs, toys, etc. Daycare, doctors and healthcare are new issues at both the pre- and postnatal stage.

Insurance matters must be examined, and other financial planning and investing take on a new light. A new addition to a family may lead to a move to larger living quarters, as well. This file of New Births & Prenatals is recommended for all offers spotlighting the needs of babies and their parents.

Phone numbers are available - \$20/M additional.

SELECTIONS - PRICES AS SHOWN

- ✓ First Birth - \$12.50/M
- ✓ Gender of Child - \$5.00/M
- ✓ Month/Year of Birth - \$15/M
- ✓ Median Household Income - \$5/M
- ✓ Dwelling Type - \$5/M
- ✓ Hispanic - \$15/M



**Zip Sequence
4-up Cheshire**

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P-S Labels - \$10/M

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

3x5 Index Cards - \$20/M

Manuscript - \$5/M

State - \$5/M

SCF - \$5/M

Zip - \$5/M

County - \$5/M

Keying - \$3/M

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**SAMPLE MAILING
PIECE REQUIRED**

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.

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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