

WALL STREET BLUE CHIP

"Well-Heeled" Investment Buyers

116,172 12 Month Buyers \$110/M
30,815 Quarterly Hotline \$120/M
Fundraising Rate \$75/M

PROFILE: Reach 100% direct and/or co-op mail generated high income / high net worth professionals who have responded to an investment solicitation from a private placement firm, brokerage firm or an investment banking firm to receive further information on a specific investment product.

All are high income executives and professionals (net worth \$500,000 to \$1,000,000+) who currently hold a sizable investment portfolio with one of the following major brokerage firms:

<i>Smith Barney</i>	<i>A.G. Edwards</i>	<i>Dean Witter</i>	<i>Charles Schwab</i>
<i>Paine Webber</i>	<i>Merrill Lynch</i>	<i>Alex Brown</i>	<i>Edward D. Jones</i>
<i>Oppenheimer</i>	<i>Olde Discount</i>	<i>Bear Sterns</i>	<i>Prudential Securities</i>

This highly educated, upper income group of **accredited investors** rely on professional investment advisors to manage their portfolios and all have been pre-qualified by a licensed investment professional for a minimum of:

▶ \$225,000+ H/H income ▶ \$500,000 to \$1,000,000+ Net Worth
▶ \$100,000+ of investable assets

RECOMMENDED USAGE: These "well heeled" investors are excellent targets for:

<i>High Ticket Investment Offers</i>	<i>Business and Home office</i>
<i>Executive Seminars</i>	<i>Computer Software</i>
<i>Business Publications</i>	<i>Travel & Leisure</i>
<i>Up scale Gifts</i>	<i>Financial Publications</i>
<i>Fundraising</i>	<i>Credit Card offers</i>

100% Home address

SOURCE: 100% Direct and/or co-op mail – private placement firms, brokerage firms, investment banking firms.

ZIP+4 and NCOA'd cleaned quarterly

MINIMUM TEST
5000

MAINT:
Cheshire Labels, - N/C
Floppy Disc \$25.00
E-mail/Modem: \$15.00
P/S Labels: \$8.00/M

SELECTS:
100% Zip Sequence
State, SCF \$ 5.00/M
Keying \$ 2.00/M
Run Charges \$10.00/M
Phones \$10.00/M

List Information
Contact:
Global Direct
Tel: (561) 533-6691
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Email: inquire@
globaldirectlists.com

NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER

MINIMUM ORDER: 5,000 2 SMP REQUIRED. 20% COMMISSION TO RECOGNIZED BROKERS. ORDERS CANCELLED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.

ALL CANCELLED ORDERS WILL BE BILLED AT A FLAT FEE OF \$50 IN ADDITION TO, APPLICABLE, RUN CHARGES OF \$10/M AND SELECTION, TAPE AND SHIPPING CHARGES.

CARD# WSBC1



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