

## Reach Amusement and Theme Park Enthusiasts



The Avid Amusement and Theme Park Enthusiasts file is comprised of individuals and families that enjoy visiting local as well as national theme parks.

| Segments                       | Price       |
|--------------------------------|-------------|
| Email                          | \$80.00 /M  |
| Postal                         | \$80.00 /M  |
| Multi Channel (Email & Postal) | \$120.00 /M |

### Description

The **Avid Amusement and Theme Park Enthusiasts File** is comprised of individuals and families across a broad range of demographics that enjoy visiting local as well as national theme parks. This file contains a strong presence of families with children, yet in addition to families, it also includes a presence of singles, couples without children, and families with grown children, who all share a common interest in amusement and theme park daily visits and extended vacations.

The file includes those who visit their local or State attractions, as well as those who travel regionally or nationally to visit America's leading parks. The file also includes those who are occasional visitors in addition to regular guests who visit annually or multiple times per year.

Additional travel selects pertaining to theme park travel include budget accommodations, luxury accommodations, spa and golf package travel interests, outdoor enthusiasts and children's interests. Local, domestic, national and international travel selects are also available.

### Contact Us For More Information

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**Web: [www.eTargetMedia.com](http://www.eTargetMedia.com)**

|                                |                           |
|--------------------------------|---------------------------|
| <b>ID Number</b>               | 304069                    |
| <b>Universe</b>                | 6,086,803                 |
| <b>List Type</b>               | Consumer                  |
| <b>Source</b>                  | Internet<br>Opt-in e-mail |
| <b>Permission Level</b>        | Confirmed Opt-in          |
| <b>List Maintenance</b>        |                           |
| Market entry                   | 03/15/2011                |
| Counts through                 | 01/18/2013                |
| <b>Selects</b>                 |                           |
| Age                            | No charge                 |
| Age of Child                   | No charge                 |
| Ethnicity                      | No charge                 |
| Gender                         | No charge                 |
| Homeowner                      | No charge                 |
| Household Income               | No charge                 |
| Income                         | No charge                 |
| Lifestyle Interest             | No charge                 |
| Marital Status                 | No charge                 |
| Monthly Hotline                | No charge                 |
| Presence of Children           | No charge                 |
| SCF                            | No charge                 |
| State                          | No charge                 |
| Zip Code                       | No charge                 |
| <b>Geography</b>               | Domestic (US)             |
| <b>Addressing</b>              |                           |
| ADDITIONAL CREATIVE            | 250.00 /F                 |
| EMAIL PERSONALIZATION          | 10.00 /M                  |
| EMAIL TESTING                  | No charge                 |
| EMAIL TRACKING                 | No charge                 |
| EMAIL TRANSMISSION             | No charge                 |
| IMAGE HOSTING                  | No charge                 |
| POSTAL FILE DELIVERY           | 25.00 /F                  |
| RUN CHARGE                     | 10.00 /M                  |
| SUPPRESSION FEE LESS THAN 250K |                           |
| NAMES -                        | 300.00 /F                 |
| SUPPRESSION FEE MORE THAN 250K |                           |
| NAMES -                        | 500.00 /F                 |

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