

WALL STREET BLUE CHIP

"Well-Heeled" Investment Buyers

115,747 12 Month Buyers \$110/M
30,561 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:

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

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:

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

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

UPDATE

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
Fax: (561) 585-9469
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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