



TRAVEL POWER REACH MASTERFILE

The United States has a \$488 billion travel industry — the largest in the world. Unik Adv provides you access to this tremendous industry with its Power Reach Masterfile of Travel Enthusiasts. This file offers marketers access to travelers looking for and booking business travel and vacation packages and related travel products. These travelers are both leisure and business travelers, cruisers and fliers, drivers and train-riders who travel domestically or internationally. They seek travel information on destinations, accommodations, tours, and sports activities. These are excellent prospects for hotels, timeshares, car rentals, travel insurance, credit cards, discount vacation clubs, travel magazines, and financial offers.

SEGMENTS

21,196,288	TOTAL UNIVERSE
19,894,108	EMAIL
12,616,089	POSTAL
\$25/CPM	EMAIL – AFTER \$750 MINIMUM ORDER

MARKET:	CONSUMER
CHANNELS:	<input type="checkbox"/> TV <input checked="" type="checkbox"/> DIRECT MAIL
SOURCE:	INTERNET/ONLINE COMPILED LISTS
DMA?:	NO
PRIVACY:	CONFIRMED OPT-IN
GEO:	USA

ADDRESSING

• KEY CODING	\$5.00/M
• A/B SPILT	\$50.00/F
• CD ROM	\$50.00/F
• EMAIL	\$25.00/F
• RUN CHARGE	\$10.00/M
• RUSH FEE	\$100.00/F

DESCRIPTION

Reach a targeted consumer audience to create brand recognition and loyalty. This file is ideal for postal/email rental or simply enhancing and increasing your additional marketing initiatives.

Data are gathered through email response, surveys and compiled sources.

NOTES

- ALL POSTAL LISTS ARE RENTED FOR A ONE-TIME USE UNLESS OTHERWISE AGREED UPON IN WRITING.
- 10,000 NAME MINIMUM POSTAL ORDER
- 30,000 MINIMUM EMAIL ORDER
- EXCHANGE IS NOT AVAILABLE
- REUSE IS AVAILABLE
- CANCELLATION FEE AT \$250.00/F
- UNIK ADVERTISING DOES NOT EMAIL TO INDIVIDUALS UNDER 18 YEARS OF AGE.

We believe information provided herewith to be correct but Unik Adv., LLC does not guarantee the accuracy of results of the marketing campaign.



SELECTS

AGE	\$5.00/M
CHILDS AGE	\$5.00/M
DWELLING SIZE/ TYPE	\$5.00/M
ETHNIC/ETHNICITY	\$5.00/M
GENDER/SEX	\$5.00/M
HOME OWNER	\$5.00/M
INCOME SELECT	\$5.00/M
INTEREST CATEGORIES	\$5.00/M
LENGTH OF RESIDENCE	\$5.00/M
LIFESTYLE	\$5.00/M
MARITAL STATUS	\$5.00/M
OCCUPATION	\$5.00/M
REVERSE EMAIL APPEND	\$150/M

Reach travelers and travel enthusiasts through direct mail or e-mail channels and see Unik results.