

**HART & BENJAMIN**  
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**Mailing List**

**HAB-2052**  
MIN #99133  
SRDS #840261-000

**GOLFING EXECUTIVES-PRIZM TECHNOLOGY**  
**Golf Is Business for These Execs, Business**  
**Owners, and Professionals.**

Mail Responsive Database of 64,924!

The enhanced data files of the Prizm Technology house files yield net worth, business function, home ownership, and other important factors of these active businessmen and women.

All of the below indicated that their love of golf is integrated with their business practice, especially to promote sales and good will with customers and prospects, to participate in their local communities, and to reward and recognize employees. All of the below businessmen and women, professionals and engineers have responded to opt-in surveys requesting to receive golfing offers and news.

<u>Select Description</u>	<u>Total Count</u>
<b>1 SMALL BUSINESS OWNERS</b>	<b>6,707</b>
<b>2 COMPANY PRESIDENTS &amp; CEOS</b>	<b>10,708</b>
<b>3 EXECUTIVES</b>	<b>8,150</b>
<b>4 SALES EXECUTIVES</b>	<b>7,982</b>
<b>5 TECHNICAL/ENGINEER</b>	<b>5,957</b>
<b>6 INSURANCE EXECUTIVE/SALES AGENT</b>	<b>11,519</b>
<b>7 PROFESSIONAL</b>	<b>13,901</b>

**Terms & Conditions**

Base Rental Rate is \$110/M. The following selects, where available, are \$5/M: Geo, Gender, SIC, Employee Size, Sales Volume, Title. 3-Month Recency is available at \$15/M; 6-Month Recency at \$10/M. Key coding is \$5/M. Media charge of \$50 flat includes one of the following: E-Mail, FTP, Disk, FedEx Shipping & Handling. Pressure-sensitive labels are \$15/M. Orders cancelled after shipping will be billed at \$50 flat plus \$15/M running charge. Minimum order is 5,000 addresses.

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