

Winthrop Seminars

Description

These seminar attendees are middle and upper management executives who have taken a two or three day seminar on the following subjects:

Personal Motivation (37%)

Financial Awareness for the non-financial executives (22%)

Sales Management (28%)

Negotiating (13%)

Average Cost: \$300.00

Source: 65% Direct Mail/35% Space

*Prices subject to change without notice

**Prepayment for first-time users

List Selections

604,942 24 Month Attendees

371,804 12 Month Attendees

75,263 3 Month Hotline

Names Thru: 12/31/09

Next Update: 04/15/10

Pricing & Selections

Base	\$85.00/M
Contact Name	\$15.00/M
Seminar Type	\$12.00/M
Phone	\$40.00/M
Recency	\$12.00/M
State, SCF, Zip	\$7.00/M
Age, Income, Gender	\$7.00/M
Cartridge	\$35.00/F
Email	\$75.00/F
CD Rom	\$50.00/F
Running Charges	\$10.00/M
Key Coding	\$3.00/M

List Usage

Appollo Learning Group
 Audiotech Business Book Seminars
 Dartnell Corp.
 Dynamic Marketing Solutions
 Kennedy Western University
 Lands End
 Prentice Hall
 Prsim
 Successories
 The Millionaire Factor
 University of Phoenix
 Wyncom Incorporated

Contact

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**Prepayment for first-time users