

# WALL STREET BLUE CHIP

## "Well-Heeled" Investment Buyers

UPDATE  
MARCH 2009

Names thru  
FEB 2009

|         |                         |               |
|---------|-------------------------|---------------|
| 118,972 | 12 Month Buyers         | \$110/M       |
| 31,641  | Quarterly Hotline       | \$120/M       |
|         | <b>Fundraising Rate</b> | <b>\$75/M</b> |

**MINIMUM TEST**  
**5000**

**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.

**MAINT:**  
Cheshire Labels, - N/C  
Floppy Disc \$25.00  
E-mail/Modem: \$15.00  
P/S Labels: \$8.00/M

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:

**SELECTS:**

|                     |                      |                    |                              |
|---------------------|----------------------|--------------------|------------------------------|
| <i>Smith Barney</i> | <i>A.G. Edwards</i>  | <i>Dean Witter</i> | <i>Charles Schwab</i>        |
| <i>Paine Webber</i> | <i>Merrill Lynch</i> | <i>Alex Brown</i>  | <i>Edward D. Jones</i>       |
| <i>Oppenheimer</i>  | <i>Olde Discount</i> | <i>Bear Sterns</i> | <i>Prudential Securities</i> |

100% Zip Sequence  
State, SCF \$ 5.00/M  
Keying \$ 2.00/M  
Run Charges \$10.00/M  
Phones \$10.00/M

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:

**List Information**

**Contact:**

**Global Direct**

**Tel: (561) 533-6691**

**Fax: (561) 585-9469**

**Email: inquire@  
globaldirectlists.com**

▶ **\$150,000+ 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:

|                                      |                                 |
|--------------------------------------|---------------------------------|
| <i>High Ticket Investment Offers</i> | <i>Business and Home office</i> |
| <i>Executive Seminars</i>            | <i>Computer Software</i>        |
| <i>Business Publications</i>         | <i>Travel &amp; Leisure</i>     |
| <i>Up scale Gifts</i>                | <i>Financial Publications</i>   |
| <i>Fundraising</i>                   | <i>Credit Card offers</i>       |

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.

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**

**CARD# WSBC1**



**GLOBAL DIRECT List Management**

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