



## VacationFun Travel Responders

389,620 Travel Responders \$ 85/M  
34,167 3MO Hotline

VacationFun.com combines print and the web in integrated direct response campaigns to develop qualified leads for travel destination advertisers. Their 6 to 20-page vivid, four-color, free-standing inserts can be found in convention and visitor bureau (CVB) publications, national magazines, and major newspapers throughout the United States. The combined reach of this advertising touches over 110,000,000 readers annually. Responders reply via mail and/or online at VacationFun.com.

Now the leads generated from these inserts are being made available to direct marketers exclusively through Direct Effect Media Services. Marketers can reach out to these affluent, regular travelers by travel interest as well as destination interest as determined by their direct request for travel information. These are travelers who love beaches, resorts, golf, skiing and more, and who have the means to do so on a regular basis. Additionally, they respond well to travel offers and in many cases seek-out information on travel destinations.

### Additional Selections:

- Destination Interest \$10/M
- Travel Interest \$10/M

**Contact:** Bernie Ryan  
bryan@directeffectmedia.com  
(858) 720-1030 Fax (858) 385-1022

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Names Thru  
06/30/10

Updates  
Quarterly

Unit of Sale  
n/a

Addressing  
Email

Selections  
\$10 Recency  
\$ 7 Zip/State/SCF

Minimum Order  
7,500

### SAMPLE MAIL PIECE REQUIRED.

All orders must be shipped to a 3<sup>rd</sup> party lettershop. Prepayment is required on all first-time orders. Re-uses must be approved by the list owner.

Orders cancelled before the mail date subject to \$75 cancel fee, \$10/M run charge, material and shipping costs. Orders cancelled after mail date require payment in full.

**DIRECT**  **EFFECT**

**MEDIA SERVICES, INC.**

1042-B North El Camino Real, Suite 329 Encinitas, CA 92024

(858) 720-1030 Fax (858) 385-1022

Email: info@directeffectmedia.com