

1-800-CONTACTS 

66 E. Wadsworth Park Dr. (801) 924-9800
 3rd Fl. Fax: (801) 924-9900
 Draper, UT 84020

www.1800contacts.com

Kevin McCallum, Senior Vice President of Marketing & Sales
 Jason Mathison, Marketing Manager

Contact lenses & supplies

Offer Categories: Eyewear/Optical Services
 Mailing Formats: 5.25x7.5
 Carrier-route sort: No Self-mailer: Yes
 4-color: Yes Personalization: Yes

2004/2003 Offers: 0 2003/2002 Offers: 1 2002/2001 Offers: 0
 352 0603 Biomedics 55/Free Shipping 5.25x7.5 cdf 4p.

1-800-Flowers.com  

1600 Stewart Ave. (516) 237-6000
 Westbury, NY 11590 (800) 356-9377
 Fax: (516) 237-6060

www.1800flowers.com

Christopher G. McCann, President & Director
 Thomas Hartnett, SVP, Retail & Fulfillment
 Pamela Knox, Sr. VP, Marketing
 Julie McCann-Mulligan, VP, Creative Services
 James F. McCann, CEO

Online & 800 telephone ordering of fresh flowers & gifts

Housefile: 2,762,101
 Avg. Order: \$50
 Management of List Rental: Millard Group, Inc. (603) 924-9262
 List Rental Notes:

Offer Categories: Gardening, Retail Traffic Builders, Websites
 Mailing Formats: 4.5x11, 5.5x8.5, 6x9
 Carrier-route sort: Yes Self-mailer: Yes
 4-color: Yes Personalization: Yes

2004/2003 Offers: 2 2003/2002 Offers: 4 2002/2001 Offers: 8

838 0404	15% Off Next Order/Multi	6x9	cd	25p.	
• 838 1103	Holiday '03 Gift Catalog	8x9.75	cf	48p.	CR-RT
838 1003	Harvest/2003 Catalog	8x9.75	cf	48p.	
838 0403	Spring/Summer Gift Guide	8x9.75	cf	36p.	
• 838 0103	Winter/Spring Gift Guide	8x9.75	cf	36p.	
• 838 1102	Holiday 2002 Gift Guide	8x9.75	cf	40p.	CR-RT
• 838 1002	Fall/Winter 2002 Gift Guide	8x9.75	cf	40p.	
838 0902	Fall/Winter 2002 Gift Guide	8x9.75	c	40p.	CR-RT
• 838 0402	Spring 2002 Gift Guide	8x10.5	cf	20p.	CR-RT
838 0302	Easter Flowers/Gifts	4x7	cf	4p.	
• 838 0102 A	Valentine's/Delta SkyMile	4.25x7.25	cf	4p.	
• 838 0102 B	Valentine's Day Selections	4.25x7.25	cf	4p.	
838 1101 A	Celebrate/Delta SkyMiles	5.5x8	cf	2p.	
• 838 1101 B	Holiday 2001 Gift Guide	8x10.5	cf	32p.	

21st Century Democrats 

1311 L St. NW (202) 626-5620
 Ste. 300 Fax: (202) 347-0956
 Washington, DC 20005

www.21stcenturydems.org

Kelly Young, Executive Director
 Adam Ebbin, Director of Communications

Non-profit membership organization develops funds to support democratic senate candidates.

Housefile: 42,808
 DM Sold: 100%
 Avg. Order: \$32

Management of List Rental: A.B. Data (414) 540-5000 www.abdata.com
 List Rental Notes: Contact: Kelly Gardner

Offer Categories: Fundraising-Politics
 Mailing Formats: #10
 Carrier-route sort: Yes Self-mailer: No
 4-color: Yes Personalization: Yes

2004/2003 Offers: 1 2003/2002 Offers: 1 2002/2001 Offers: 4

608 0204	Leadership Survey	#10	c	14p.
608 0503	Leadership Survey	#10	c	15p.
608 0402	2002 Annual Renewal	4x7.5	cd	6p.
608 0302	2002 Annual Renewal	#10	cd	7p.
608 0202 A	Renew Commitment	#10	c	6p.
608 0202 B	Membership/Progressive	6x9	c	13p.

21st Century Insurance Group 

6301 Owensmouth Ave. (818) 704-3700
 Woodland Hills, CA 91367 Fax: (818) 704-3061

www.21st.com

Bruce Marlow, President & Chief Executive Officer
 John Ingersoll, Vice President of New Customer Marketing

Automobile insurance

Offer Categories: Insurance-Auto
 Mailing Formats: #10
 Carrier-route sort: No Self-mailer: No
 4-color: Yes Personalization: Yes

2004/2003 Offers: 2 2003/2002 Offers: 5 2002/2001 Offers: 0

420 0704	Free Quote/Gas Card	#10	cd	6p.
420 0404	CA Guide & Free Quote	6x9	cd	12p.
420 0803 A	Free Quote/\$10 Challenge	#10	cd	5p.
420 0803 B	Free Quote/\$10 Challenge	#10	cd	5p.
• 420 0603	Free Quote/Savings	#10	cd	5p.
420 0503	Free Quote/Savings	#10	cd	5p.
420 0403	Free Quote/\$10 Challenge	#10	cd	5p.

24 Hour Fitness Worldwide  

12647 Alcosta Blvd. (925) 543-3100
 5th Fl. Fax: (925) 543-3229
 San Ramon, CA 94583

www.24hourfitness.com

Mark S. Mastrov, Chairman & Chief Executive Officer

Health club & fitness gyms located across the U.S.

Offer Categories: Health-Fitness Clubs/Diet Programs
 Mailing Formats: 6x9
 Carrier-route sort: No Self-mailer: Yes
 4-color: Yes Personalization: No

2004/2003 Offers: 0 2003/2002 Offers: 1 2002/2001 Offers: 1

396 0903	6 Wks/\$29 Or Free Enrlmt	6x9	cf	2p.
396 0802	6 Wks/\$29 Come Back	6x9	cf	2p.

★ ★ The 3 R's Learning Materials Center, LTD 

320 N. Alpine (815) 398-1600
 #300 Fax: (815) 398-5361
 Rockford, IL 61107

www.the3rs.com

Ben Probenzano, Director, Marketing

Learning products

Offer Categories: Catalogs-Business