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Great News! We've just added 125,000 gay and lesbian households to our database through the March on Washington and Campaign to Lift the Ban. At Strubco, we are serious in our commitment to provide our clients with the best access to America's most direct responsive gay and lesbian households.

And that means that next February 150,000 of America's most affluent, community-involved and direct mail responsive lesbian and gay households will receive the newest editions of *Community Cardpack* (for gay men) and *Sapphile* (for lesbians) ... most of them for the first time ever!

Mailing February 18, the Winter/Spring edition of *Community Cardpack* and *Sapphire* will provide a comprehensive and cost-effective way to reach 150,000 of these households across the nation. Through the cardpack, or through renting Strubco lists, you can reach your market directly with maximum cost effectiveness.

Don't forget, Marge Barton, Charlie Conard and I, as well as other Strubco staff, are always available for FREE copy and design consultation to make your card look and work great. We've marketed to our community for more than a decade and we know what generates the best possible response rates.

The space reservation deadline for the upcoming edition is January 21. To find out more about how we can help you achieve your marketing and direct response goals, please give us a call today. You can reach me directly at 212-242-1900, and Marge Barton at 212-666-6992. We look forward to speaking with you soon.

Jeff Gordon