



BuyerShare Masterfile Enhanced- Direct Response Buyers

February 2010

SEGMENTS

724,127 Universe / Base Rate	\$85.00 /M
724,127 6 Month Enhancement (Jul-Dec 09)	+ 5.00 /M
Inquire Households W/Children Ages 0-18	+ \$10.00 /M
Inquire Pet Owners	+ \$15.00/M
Inquire Donors (by type-inquire)	+ \$15.00/M
Inquire Gardening Interest	+ \$15.00/M
Inquire Craft/Hobby Interest	+ \$15.00/M
Fundraisers / Publishers	\$70.00 /M

DESCRIPTION

BuyerShare Masterfile Enhanced - now you can choose these highly responsive impulse Direct Response buyers by age, income, presence of children by age and gender as well as hobbies and lifestyle interests such as gardening, sports, crafts, and cooking. Select donors, avid health enthusiasts, frequent travelers and more. All have responded to Telemarketing, Direct Mail, Internet and Television promotions, using their credit cards to spend an average of \$80. Merchandise purchases include products for home, family, health, beauty, diet, exercise and music, video and entertainment.

These active, impulsive buyers want what's new and innovative. Their interests and attitudes are ideal for a variety of direct mail offers including home & health care products, apparel, credit cards, financial & insurance, continuity, fundraising and subscriptions.

Profile: Average age is 40, with Household Income of \$75,000.

Sample mailing piece required.

DEMOGRAPHIC ENHANCEMENTS INCLUDING AGE, INCOME, PRESENCE OF CHILDREN, AS WELL AS LIFESTYLE INFORMATION INCLUDING GARDENING, PET OWNERS AND MORE. ENHANCED DATA AVAILABLE ON A QUARTERLY BASIS; INQUIRE FOR COUNTS & PRICING.

We believe information provided herewith to be correct but we cannot guarantee the accuracy or results of the marketing campaign.

Contact:
Terry Hudock
Phone 203.698.0708
Fax: 203.698.0712
Email: thudock@soundbeachmarketing.com

Debbie Tether
Phone: 203.270.8995
Fax: 203.270.0577
Email: debttether@soundbeachmarketing.com

SELECTS	
\$100+ BUYERS	\$20.00/M
\$25+ BUYERS	\$10.00/M
\$50+ BUYERS	\$15.00/M
30 Day Hotline	\$20.00/M
60 Day Hotline	\$15.00/M
90 Day Hotline	\$10.00/M
Credit Card Buyers	\$10.00/M
Demographic Select	\$10.00/M
Gender/Sex	\$7.50/M
PRODUCT CATEGORY SELECTS:	\$10.00/M
Home & Family Products	
Entertainment Products	
Men's Products	
Personal Improvement Products	
State	\$7.50/M
SCF	\$7.50/M
Zip	\$7.50/M
Zip Tape Set-up	\$35.00/F
UNIT OF SALE INFORMATION	
Average:	\$80.00
GENDER PROFILE	
Male:	50%
Female:	50%
AVERAGE INCOME	
Value:	\$75,000.00
MINIMUM ORDER	
Quantity:	10,000
REUSE	
Please inquire	
TELEMARKETING	
Telemarketing is not allowed	
CANCELLATION	
Charges:	\$50.00 /F
KEY CODING	
Please inquire	
ADDRESSING	
CARTRIDGE	\$30.00/F
DISKETTE	\$30.00/F
EMAIL	\$50.00/F
MAG TAPE	\$30.00/F
RUN CHARGE	\$7.50/M
SPECIAL FUNDRAISING RATE	\$70.00/M
ZIP TAPE	\$35.00/F



2 Rocky Point Road • Old Greenwich, CT 06870
Phone: 203.698.0708 Fax: 203.698.0712
thudock@soundbeachmarketing.com