



## HOTLINE DIRECT BUYERS AFRICAN AMERICAN MASTERFILE

May 2010

### SEGMENTS

4,926,773	Universe / Base Rate	\$80.00 /M
366,045	Monthly Hotline	+ \$10.00 /M
774,598	90 Day Hotline	+ \$5.00 /M
	Fundraisers	\$65.00 /M

### DESCRIPTION

Now marketers can further segment the Hotline Direct files to reach African American households. This dynamic market has been identified using census and self reported data, and merged with all of the existing data elements on the Hotline Direct Databases. Hotline Direct is a multi-sourced database of hotline buyers, incorporating data from major resources available in the DM industry. Data elements include demographic, lifestyle, transactional, and other behavioral indicators. Only records found on 2 or more sources are retained. The file is totally rebuilt every quarter and then enhanced and verified monthly with an "activity" file, indicating that there has been some transactional activity by the individual in the current month.

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

SELECTS	
30 Day Hotline	\$10.00 /M
90 Day Hotline	\$5.00 /M
Credit Card Buyers	\$10.00 /M
Demographic Select	\$10.00 /M
Gender/Sex	\$7.50 /M
Homeowners	\$10.00 /M
Presence of children (by age)	\$10.00 /M
Pet Owners (Dog, Cat)	\$10.00 /M
New Movers	\$10.00 /M
State/SCF/Zip	\$7.50 /M
Product (Inquire)	\$10.00 /M
Mail Order Buyers	\$10.00 /M
Retail Buyers	\$10.00 /M
TV Generated Buyers	\$10.00 /M
On-line Shoppers	\$10.00 /M
Catalog Shoppers	\$10.00 /M
Phone Numbers	\$20.00 /M
GENDER PROFILE	
Male:	50%
Female:	50%
MINIMUM ORDER	
Quantity:	10,000
REUSE	
Please inquire	
TELEMARKETING	
Telemarketing is allowed – Please Inquire	
KEY CODING	
Please inquire	
ADDRESSING	
CARTRIDGE	\$30.00 /F
DISKETTE	\$30.00 /F
EMAIL/FTP	\$50.00 /F
MAG TAPE	\$30.00 /F
RUN CHARGE	\$7.50 /M
ZIP TAPE	\$35.00 /F



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