



HOTLINE DIRECT BUYERS AFRICAN AMERICAN MASTERFILE

January 2012

SEGMENTS

4,957,603	Universe / Base Rate	\$80.00 /M
85,545	Monthly Hotline	+ \$10.00 /M
389,112	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.

Contacts:

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: debtether@soundbeachmarketing.com

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
	\$20.00 /M

Phone Numbers

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



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

