



HOTLINE DIRECT BUYERS by CHANNEL

May 2010

SEGMENTS

22,967,410	Universe / Base Rate	\$75.00 /M
1,305,231	Monthly Hotline	+ \$10.00 /M
4,684,245	90 Day Hotline	+ \$5.00 /M
	Fundraisers	\$60.00 /M

DESCRIPTION

Hotline Direct Buyers by Channel delivers a direct mail responsive audience by Shopping Channel preference. Choose Mail Order, Catalog, Phone, On-line, Retail or TV Generated Buyers.

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.

The Enhanced Masterfile offers mailers the opportunity to select and combine demographic elements such as adult age, child's age, household income, homeownership in conjunction with product interest (health & beauty, diet, magazines, fitness, books, music, hunting and fishing products and outdoor sporting goods), buying preference (phone, TV, on-line, catalog, retail) and more. Allow us to create a customized segment to deliver the most responsive audience.

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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
African American Select	Inquire
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 buyers	\$10.00/M
State/SCF/Zip	\$7.50/M
Phone Numbers	\$20.00/M

GENDER PROFILE

Male:	50%
Female:	50%

MINIMUM ORDER

Quantity:	10,000
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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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