



# HOTLINE DIRECT BUYERS MASTERFILE & DEMOGRAPHIC ENHANCEMENT

January 2012

## SEGMENTS

41,976,366	Universe / Base Rate	\$75.00 /M
2,954,702	Monthly Hotline	+ \$10.00 /M
6,699,099	90 Day Hotline	+ \$5.00 /M
	Fundraisers	\$60.00 /M

## DESCRIPTION

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 Demographic Enhancements offer mailers the opportunity to select and combine demographic elements such as adult age, child's age, household income, homeownership in conjunction with buying patterns like 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.

Also available:

- Hotline Direct By Channel – Inquire
- Hotline Direct Credit Monitor – Inquire
- Hotline Direct Multi Channel – Inquire
- Hotline Direct Online Responders – Inquire

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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
State/SCF/Zip	\$7.50 /M
	\$20.00 /M

Phone Numbers

## 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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