



## HOTLINE DIRECT BUYERS DEMOGRAPHIC ENHANCEMENT

May 2010

### SEGMENTS

36,506,245	Universe / Base Rate	\$75.00 /M
2,407,961	Monthly Hotline	+ \$10.00 /M
6,234,742	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 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 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.

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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
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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