



## HOTLINE DIRECT Multi-Channel BUYERS for CATALOGERS

May 2010

### SEGMENTS

3,978,669	Multi-Channel Base Rate	\$85.00 /M
457,063	Monthly Hotline, 2 Channel Buyers	+ \$10.00 /M
251,588	Monthly Hotline, 3 Channel Buyers	
306,094	90 Day Hotline, 2 Channel Buyers	+ \$5.00/M
245,711	90 Day Hotline, 3 Channel Buyers	
	Fundraisers	\$60.00 /M

### DESCRIPTION

Hotline Direct has expanded and enhanced data sources to deliver a responsive audience of CATALOG BUYERS who have responded via one or more popular purchasing channels. Target by product interest (apparel, beauty, electronics, pet, sporting goods and more), item category (low-end, middle and high-end) and a multitude of demographic elements to create a customized list to reach your audience.

Hotline Direct is a multi-sourced database of hotline buyers, incorporating data from major resources available in the DM industry. 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.

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
Hi-end, Middle Low-end	\$10.00/M
State/SCF/Zip	\$7.50/M

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

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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