



HOTLINE DIRECT On-Line Responders – Email and Postal Addresses

May 2010

SEGMENTS

2,767,265	30 Day On-line Responders	
	Base Rate - Postal	\$85.00/M
	Base Rate - Email	\$125.00/M
	Fundraisers - Postal Base Rate	\$70.00 /M
	Fundraisers - Email Base Rate	\$125.00/M

DESCRIPTION

Reach active on-line consumers who have responded to a variety of on line offers within the last 30 days.

These individuals are impulsive, promotionally oriented and value conscious. They have purchased from a wide range of products and services and/or responded to on-line sweepstakes promotions. These consumers are interested in health & fitness oriented products, electronics, cooking, gardening, golf, hunting & fishing and home décor. Mostly homeowners who are computer savvy, they love to travel and they are highly responsive.

In addition to the monthly hotline activity indicator, this file offer mailers the ability to combine demographic and lifestyle selects to create a customized target audience to fill all of their marketing needs.

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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	
Demographic/Lifestyle Select	\$10.00/M
Hobbies/Interests	\$10.00/M
Gender/Sex	\$7.50/M
Homeowners	\$10.00/M
Presence of children (by age)	\$10.00/M
Credit Card Owners	\$10.00/M
African American Select	Inquire
Hispanic Select	\$10.00/M
State/SCF/Zip	\$7.50/M
Phone Numbers	\$20.00/M
Transmission Fee	No Charge
GENDER PROFILE	
Male:	50%
Female:	50%
MINIMUM ORDER	
Postal Orders - Quantity:	10,000
Email Orders	\$2000.00
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
Mailer Suppression File-Email	\$4.00/M
ZIP TAPE	\$35.00/F



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