



## HOTLINE EXPRESS

May 2010

### SEGMENTS

	Base Rate	\$75.00 /M
536,988	Monthly Hotline	+ \$15.00 /M
786,436	60 Day Hotline	+ \$10.00 /M
1,425,997	90 Day Hotline	+ \$ 5.00/M

### DESCRIPTION

Hotline Express is derived from a national database which incorporates monthly transactional data for list rental fulfillment. Sources include mail order activity/survey data, new credit card activity files, and more.

Each month, over 200M consumers are identified as "new to file" consumers, and are pulled off to create the HOTLINE EXPRESS file.

These consumers represent a dynamic source of fresh, new prospects for the direct mail industry, having just surfaced with some new transactional activity. They have been under marketed and their new lifestyle makes them prime candidates for a variety of new offers. They tend to be impulsive and will respond well to sweeps, subscription and financial & premium related offers.

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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

Credit Card Owners	\$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
State/SCF/Zip	\$7.50 /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 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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