

SHOP-MOR TV Buyers

May 2010

SEGMENTS

2,984,658	Universe / Base Rate	\$85.00 /M
251,659	Monthly Hotline	+ \$15.00 /M
527,667	60 Day Hotline	+ \$10.00/M
689,129	90 Day Hotline	+ \$5.00 /M
	Canadian	\$120.00 /M

DESCRIPTION

Shop-Mor TV Buyers want more and buy more! They are impulsive & response driven, spending an average of \$55 on general merchandise for products for the home, garden, office and personal well being. Product selects are available. Please inquire for the most recent HL counts by product.

With an average age of 40 and median income of \$60K, these active buyers find it hard to resist compelling offers brought to them on leading network & cable channels. 80% purchase with credit card (selectable).

New names are added and updated first week of every month producing the most recent transactions available in the DRTV marketplace.

TELEMARKETING IS ALLOWED; PLEASE INQUIRE FOR TERMS & APPROVAL

Contacts:

Terry Hudock

Phone: 203.698.0708

Fax: 203.698.0712

Email: thudock@soundbeachmarketing.com

Debbie Tether

Phone: 203.270.8995

Fax: 203.270.0577

Email: debtether@soundbeachmarketing.com

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

SELECTS	
30 Day Hotline	\$15.00 /M
90 Day Hotline	\$5.00 /M
Cash vs. Credit Card buyers	\$10.00 /M
Demographic Select (AGE, INCOME & MORE. INQUIRE)	\$10.00 /M
Gender	\$7.50/M
Presence of children (by age)	\$10.00/M
Multi-Buyers	\$10.00/M
New Issue Credit Cards	\$10.00/M
Phone numbers	\$20.00/M
<u>Product selects:</u>	\$10.00/M

- Health & Fitness
- Beauty
- Entertainment & Travel
- Self Help
- Sports
- Fashion
- Business & Finance
- Automotive
- Education
- Household & Kitchen
- Music
- Video
- Hobbies

GENDER PROFILE

Male:	25%
Female:	75%

MINIMUM ORDER

Quantity:	10,000
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REUSE

Please Inquire

TELEMARKETING

Telemarketing is allowed – Please Inquire

KEY CODING

Please Inquire

ADDRESSG

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



2 Rocky Point Road • Old Greenwich, CT 06870
 Phone: 203.698.0708 Fax: 203.698.0712
thudock@soundbeachmarketing.com