

EMC² Sweepstakes Buyers Australia

Total Universe Buyers 21,400 / \$250.00/M

Additional Counts Available:

2,600 4th Quarter 2005 Hotline Buyers
6,700 4th Quarter 2005 Responders
31,000 Universe Responders

Note: responders base rate @ \$150/M

Formally known as Astroluck, this list consists of 100% direct mail buyers of various jewellery and low-end merchandise products. These impulsive buyers are ideal prospects for lotteries, sweepstakes, astrology, game of chance, fundraisers/charities and low-end merchandise offers. Their average order value is between \$20.00 and \$30.00 dollars.

Prices are quoted in US Dollar

1. Rental forms must be completed for each new mailer requesting approval on list rental orders. Copying of the list is forbidden. List is seeded to detect unauthorized use. All rentals are for a one time use only. A full sample mailing piece must be provided.
2. Payment is due 30 days from mail date, unless otherwise stated at time of your order. Prepayment required for all new mailers. Orders cancelled after files have been processed will be charged a minimum \$75.00 flat fee and any applicable processing charges. Orders cancelled after mail date requires payment in full.
3. Recognized List Brokers will receive reciprocal commissions up to 20%, at time of payment. Any deductions made must have prior approval.
4. JR Direct is acting as an agent and cannot guarantee your results. Pricing, currency and counts subject to change without notice. Taxes extra where applicable.
5. Please allow up to 7 business days for list owner approval and data processing.

Contact the following Account Executive for further assistance:

Sheri Tanner
Tel +1 604 940 0277

sheritanner@jrdirect.com
(ext 146)

► Exclusive!

AUSTRALIA

Date Recommended: 4/28/10

Recommended By:

Sheri Tanner
sheritanner@jrdirect.com

Datcard updated: 3/07/2006

Update Frequency: Not Updating

Unit of Sale:

\$20.00 to \$30.00

Source:

100% Direct Mail

Selections:

Recency	\$10.00 / M
Gender	\$10.00 / M
Birthdate	\$10.00 / M
State/Country	\$10.00 / M

Addressing:

E-Mail \$50.00 / F

Minimum Order:

5,000 records

Sample required

Members of: ADMA, BCAIM, CMA,
DMA, DMAI, FEDMA