

Australian Players Service Lottery Buyers - Canadian

Average Monthly Hotline **2,000**
Total Universe **205,670 / \$95.00/M**

Now reach Canadians who have entered the entered the Australian Gold Lottery. These avid players are spending an average of \$30.00 US in the hopes of winning a share of the gold cash prizes of over \$9,000,000 per week! The file updates monthly and contains nearly 40% multi buyers.

Note: Minimum quantity select fee of \$25.00F for orders under 3,000 records.

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:

Laura Uljas
Tel +1 604 940 0277

laurauljas@jrdirect.com
(ext 117)

► Exclusive!

CANADA

Date Recommended: 4/15/10

Recommended By:

Laura Uljas
laurauljas@jrdirect.com

Datacard updated: 4/12/2010

Update Frequency: Monthly

Gender:

50% Males
50% Females

Unit of Sale:

\$30.00

Source:

100% Direct Mail

Selections:

Province	\$5.00 / M
Gender	\$5.00 / M
Keycoding	\$2.00 / M
Hotline	\$10.00 / M
Minimum Qty Select	\$25.00 / F

Addressing:

E-Mail	\$50.00 / F
Run Charge	\$5.00 / M

Minimum Order:

3,000 records

Sample required

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