

Second Chance Sweeps & Lottery Buyers Canada

Average Quarterly Update **2,000 / \$95.00/M**

Comprised of PROVEN lottery and sweepstakes buyers! These enthusiastic consumers have eagerly responded to a variety of cash opportunity offers. They have paid between \$5 and \$10 for their chance at the good life.

These buyers are ideal for merchandise, sweepstakes, contest, puzzles, lotteries, astrology and good luck offers.

Reciprocation is not required.

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 15%, 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!**

CANADA

Date Recommended: 4/28/10

Recommended By:

Sheri Tanner
sheritanner@jrdirect.com

Datacard updated: 4/15/2010

Update Frequency: Quarterly

Unit of Sale:

\$5.00 - \$10.00

Source:

100% Direct Mail

Selections:

Recency	\$10.00 / M
Gender	\$5.00 / M
Province	\$5.00 / M

Addressing:

E-Mail	\$50.00 / F
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Minimum Order:

5,000 records

Sample required

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