

## Pacific Lira Sweeps

**Average Monthly Hotline** **600**  
**Universe** **55,000 / \$175.00/M**

Reach responsive mail order buyers in Italy! These direct mail buyers were generated through a mixture of sweeps, goods, gadgets and miscellaneous offers. These opportunity seekers cannot wait to dive into the next money-making opportunity.

This database is highly recommended for sweepstakes players, lottery, opportunity seekers, mail order buyers, astrology and many more.

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!

ITALY

**Date Recommended:** 4/29/10

**Recommended By:**

Sheri Tanner  
sheritanner@jrdirect.com

**Datacard updated:** 4/15/2010

**Source:**

100% Direct Mail

**Selections:**

Hotline \$10.00 / M  
City select \$10.00 / M  
Sel. fee if qty < 3,000 \$25.00 / F

**Addressing:**

E-Mail \$50.00 / F

**Minimum Order:**

5,000 records

**Sample required**

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