

## New Life Japanese Buyers

**Average Monthly Update** **3,000**  
**Universe** **25,000 / \$325.00/M**

These passionate buyers have spent a minimum of ¥16,000 on lottery, sweeps, and self-help offers for the chance at a new life. These eager consumers are excited by the opportunity to improve their lifestyle through games of chance. Ideal for lottery, sweepstakes, puzzle, contest, astrology, health, and self-help offers.

Romanji names available now. Kanji names should be available within the next few months.

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:

Jennifer Cowden [jennifercowden@jrdirect.com](mailto:jennifercowden@jrdirect.com)  
Tel +1 604 940 0277 (ext 143)

## ► Exclusive!

JAPAN

**Date Recommended:** 2/28/11

**Recommended By:**

Jennifer Cowden  
[jennifercowden@jrdirect.com](mailto:jennifercowden@jrdirect.com)

**Datacard updated:** 1/01/2011

**Update Frequency:** Monthly

**Unit of Sale:**

16,000¥

**Source:**

100% Direct Mail

**Selections:**

Recency \$10.00 / M

**Addressing:**

E-Mail \$50.00 / F

**Minimum Order:**

3,000 records

**Sample required**

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