

Cash & Prize Award Buyers - UK

Average monthly hotline **3,000**
Universe **494,671 / \$175.00/M**

These hotline buyers have paid up to £20 to claim their guaranteed award. Cash, elegant jewellery items, electronics, cars and a special shopping voucher premium good for extraordinary savings and discounts are used to entice these buyers. Buyers have made sure that their payment and claim form have been submitted before their deadline.

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:

Natasha Burbidge natashaburbidge@jrdirect.com
 Tel +1 604 940 0277 (ext 114)

► Exclusive!

UNITED KINGDOM
Date Recommended: 4/20/10
Recommended By:
 Natasha Burbidge
 natashaburbidge@jrdirect.com

Datacard updated: 4/20/2010
Update Frequency: Monthly

Gender:
 30% Males
 40% Females

Unit of Sale:
 £20.00

Source:
 100% Direct Mail

Selections:

Keycoding	\$2.00 / M
Hotline	\$10.00 / M
Gender	\$5.00 / M

Addressing:

Run Charge	\$5.00 / M
E-Mail	\$35.00 / F

Minimum Order:
 5,000 records

Sample required

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