

Express Prize Draw UK

Average Monthly Hotline **3,500**
0-6 Months **32,000 / £120.00/M**

The Express Prize Draw runs monthly competitions.

Seasonal prize draws are sent out every month to these UK consumers. For example, the Christmas prize draw would be sent out in October and again for the next two months.

These buyers have paid £4.95 to enter these draws.

Average monthly hotline is 3,500 to 5,000 buyers.

A must test for all opportunity seeking type offers including sweeps, lottery, astrology, sweeps charities, puzzle and merchandise incentive.

Reciprocation is not required.

Prices are quoted in Pound Sterling

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
Tel +1 604 940 0277 (ext 143)

► Exclusive!

UNITED KINGDOM

Date Recommended: 2/28/11

Recommended By:

Jennifer Cowden
jennifercowden@jrdirect.com

Datacard updated: 7/15/2010

Update Frequency: Monthly

Gender:

28% Males
72% Females

Unit of Sale:

£4.95

Source:

100% Direct Mail

Age:

80% Aged 55+

Selections:

Charity Rate	£100.00 / M
Geo	£10.00 / M
Gender	£10.00 / M
Multi Buyers	£12.00 / M
Date of Birth	£10.00 / M
Recency	£10.00 / M

Addressing:

Run Charge	£10.00 / M
E-Mail	£50.00 / F

Minimum Order:

5,000 records

Sample required

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