

## The Prize Affiliate Group UK

**Average Monthly Hotline** **5,000**  
**0 - 12 Months** **67,000 / £120.00/M**

The Prize Affiliate Group (TPAG) runs monthly competitions for its members.

With a Bronze, Silver and Gold packages to choose from the members who pay for the more lavish package get a chance to win the bigger prizes. The average order value is £7.60.

The TPAG invest heavily in all direct mail; through their own mailings and inserts.

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](mailto: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](mailto:jennifercowden@jrdirect.com)

**Datacard updated:** 7/15/2010

**Update Frequency:** Monthly

**Gender:**

18% Males  
82% Females

**Unit of Sale:**

£7.60

**Source:**

100% Direct Mail

**Age:**

80% Aged 55+

**Selections:**

Charity Rate	£110.00 / M
Hotline	£10.00 / M
Geo	£10.00 / M
Gender	£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