

## Ultimate Opportunity Buyers UK

**Average Monthly Hotline** **2,000**  
**Universe** **6,104 / \$185.00/M**

Reach these sweepstakes enthusiasts in the United Kingdom looking for their next big payday! They have entered to win a number of cash and merchandise prizes ranging in value from hundreds of pounds to tens of thousands of pounds and have responded to an offer for various merchandise items, paying between £15 and £25 for them.

This list is ideal for opportunity seekers, sweepstakes, lottery and astrology offers.

File is reciprocal only.

### 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)

## ► New List!

UNITED KINGDOM

**Date Recommended:** 4/20/10

**Recommended By:**

Natasha Burbidge  
 natashaburbidge@jrdirect.com

**Datacard updated:** 4/20/2010

**Update Frequency:** Monthly

**Gender:**

35% Males  
 65% Females

**Unit of Sale:**

£19.99

**Source:**

100% Direct Mail

**Age:**

50+

**Selections:**

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

**Addressing:**

E-Mail \$50.00 / F  
 Run Charge \$5.00 / M

**Minimum Order:**

5,000 records

**Sample required**

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