



List Services Corporation

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RESPONSELINE DIRECT CONSUMER MASTERFILE

79471

105

COUNTS & RATES:

13,357,608 12 MONTH DATABASE	\$ 95.00/M
2,113,134 MONTHLY HOTLINE	
8,014,564 MEN	
5,343,403 WOMEN	
FUNDRAISER RATE	\$ 75.00/M
INQUIRE TELEPHONE NUMBERS	

GENDER: Male: 60% Female: 40%
SOURCE: DIRECT MAIL
AVERAGE SALE: \$0.00
MINIMUM NAMES: 10,000

DESCRIPTION:

DO NOT DELETE. 7/16/04.

RESPONSELINE DIRECT CONSUMERS GET THE BEST OF BOTH WORLDS!
THESE 100% MAIL ORDER BUYERS ARE ALSO INTERNET ACTIVE, HAVING
REGISTERED AT A VARIETY OF RESPONSELINE WEBSITES. THESE
MULTI-CHANNEL CONSUMERS HAVE BOUGHT PRODUCTS FROM DIRECT
MAIL, PUBLISHING, CATALOG AND GENERAL MERCHANDISE MARKETING
COMPANIES AND HAVE REPORTED PERSONAL INTERESTS AND REQUESTED
FURTHER INFORMATION ONLINE.

PROFILE/DEMOGRAPHICS:

- . AGE SELECTABLE
- . AVERAGE HHI: \$40,000
- . SELECT BY INTEREST CATEGORY:
 - ELECTRONIC BUYERS
 - HOMEOWNERS
 - DONORS & CONTRIBUTORS BY TYPE
 - PET OWNERS
 - POLITICAL PARTY BY TYPE
 - CREDIT CARDS BY TYPE
 - ETHNIC & RELIGIOUS
 - OUTDOOR ENTHUSIASTS
 - SPORTS ENTHUSIASTS
 - GAMBLING
 - SWEEPS
 - PRESENCE OF CHILDREN BY AGE

SELECTIONS:

MONTHLY HOTLINE	\$ 10.00/M
GENDER	\$ 8.00/M
ZIP	\$ 10.00/M
STATE	\$ 8.00/M
SCF	\$ 8.00/M
ZIP+4	\$ 5.00/M
RUNNING CHARGES	\$ 7.50/M
CANCELLATION FEE	\$ 50.00/F

ADDRESSING:

MAG TAPE,9T 6250 BPI	\$ 50.00/F
IBM 3480 CARTRIDGE	\$ 30.00/F
P/S LABELS	\$ 8.00/M
DISKETTE	\$ 50.00/F
EMAIL	\$ 50.00/F
SECURE FTP	\$ 50.00/F

ALSO AVAILABLE:

RESPONSELINE DIRECT SWEEPS CONSUMER PLAYERS DATAMATCH

ORDERS CANCELLED/CUTBACK AFTER SHIPMENT MUST BE CONFIRMED IN WRITING BY LIST SERVICES CORPORATION. ALL ORDERS
CANCELLED AFTER MAIL DATE WILL BE SUBJECT TO PAYMENT AT FULL RENTAL PRICE. ALL CANCELLED ORDERS, WHETHER RUN OR
NOT, WILL BE SUBJECT TO A \$50 CANCELLATION FEE. SAMPLE MAIL PIECE REQUIRED.