

# GMJ Precious Metal Investors

Minimum order: 5,000

<u>Counts</u>	<u>Selections</u>	<u>Price/M</u>
321,124	Universe	\$100.00/M
124,342	Email Addresses	\$150/M +Base
16,213	Hotline	\$15.00/M

## Summary: Newly updated file with email addresses.

This file is made up of investors who responded to precious metal investment opportunities.

**Description:** These investors have acted on direct marketing promotions specifically for precious metals to include gold, silver and platinum. They respond well to offers for investment opportunities, seminars, credit cards, precious metal offers, politically oriented publications, travel, fundraisers and more.

## Selections:

SCF	\$5/M
Zip	\$5/M
State	\$5/M
Gender	\$5/M
Key Coding	\$2/M

[www.LMSONline.com](http://www.LMSONline.com)

**LMS Contact:** Rachel Broome [rachel@lmsonline.com](mailto:rachel@lmsonline.com)

**SOURCE:** Direct Mail

**NAMES THROUGH:**  
April 1, 2011

**MALE:** 70%  
**FEMALE:** 9%

**AVAILABLE ON:**  
CD \$25/Flat  
E-MAIL \$50/Flat  
FTP \$50/Flat

**DELIVERY:**  
3 Working Days

**RUSH FEE:** \$50/Flat

**NET NAME POLICY:**  
85% on orders of 50M or more with \$10/M running charge.

**PAYMENT POLICY:**  
New mailers or brokers must prepay. Net 30 days from mail date.

**CANCELLATION POLICY:**  
If cancellation is made before order is run, no charges are incurred. Orders cancelled before mail date will incur \$50 cancellation fee. \$10/M running charge plus shipping, selects and format fees. Orders cancelled after mail date and/or merge must be paid in full.

**USAGE AVAILABLE:**  
Upon Request

**Sample Mail Piece Required**