

## Hard Asset Alert

Minimum order 5,000

<u>Counts</u>	<u>Selections</u>	<u>Price/M</u>
423,118	Universe	\$155/M
31,603	Hotline	\$+15.00/M
126,935	Email Addresses	\$110/M

**Summary:** Masterfile of direct mail investor responders.

**Description:** This masterfile consists of direct mail responders to investment opportunities including gold and other precious metals mining and exploration, oil exploration, natural gas exploration and other hard asset investments. These individuals are wealthy and intelligent investors that subscribe to financial publications and research potential investments.

### Selections:

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

**SOURCE:** Direct Mail

**NAMES THROUGH:**  
May 2009

**UPDATED:** May 2009

**MALE** 67% **FEMALE** 13%

### **AVAILABLE ON:**

P/S LABELS \$10/M  
CD \$25/Flat  
E-MAIL \$50/Flat  
FTP \$50/Flat

### **DELIVERY:**

3 WORKING DAYS

### **RUSH FEE AVAILABLE:**

\$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 a \$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.

**All files maintained with NCOA, DSF, DMA No Pandered**

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