

Small Cap Megafile

Minimum order 5,000

<u>Counts</u>	<u>Selections</u>	<u>Price/M</u>
263,123	Universe	\$160/M
29,234	Hotline	+\$15/m
78,936	Email Addresses	\$120/M

Summary: Masterfile of small cap direct mail responders.

Description: This Masterfile consists of direct mail responders to small cap opportunities that have demonstrated a willingness to fill out business reply cards and receive follow up information from brokers listening and acting on the right offer. These individuals are intelligent investors that subscribe to financial publications and research potential investments.

They respond well to financial opportunities, subscription offers, politically oriented publications, travel, fundraisers, and many offers.

Selections:

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

SOURCE: Direct Response;
Online

NAMES THROUGH:
May 2009

UPDATED: May 2009

MALE 68% **FEMALE** 10%

AVAILABLE ON:

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 maildate will incur a \$50
cancellation fee, \$10/M running
charge plus shipping, selects
and format fees. Orders
cancelled after maildate and/or
merge must be paid in full.

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

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