

## 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

**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 other offers.

### Selections:

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

**SOURCE:** Direct Mail

**UPDATED:** May 2008

**MALE** 68% **FEMALE** 10%

### **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 maildate will incur a \$75 cancellation fee, \$10/M running charge plus shipping, selects and format fees.

Orders cancelled after maildate and/or merge must be paid in full.

**SAMPLE MAIL PIECE REQUIRED**

**[www.LMSonline.com](http://www.LMSonline.com)**

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(800)257.5902 FAX (407) 352.6362

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