



# REGENCY DIRECT MAIL LTD.

#210-31060 Peardonville Road, Abbotsford, British Columbia, Canada, V2T 6K5  
Ph. +1 604 853 3035 ext. 203 Fx. +1 604 853 3036

## Compass Direct Mail Order Buyers - Australia

### Counts:

Universe – 32,000  
Monthly Hotline – 2,000 - 4,000

One of the leading international merchandise and sweepstakes files, Compass Direct Marketing offers responsive direct mail consumers acquired through frequent mailings to more than 180 countries worldwide. Individuals have responded and are given the opportunity to participate in an international sweepstakes and purchase leading products. Products purchased include world band radios, pocket shavers, jewelry, watches, pen and pencil sets, CDs, cameras, binoculars and leather products. 70% purchase by credit card and spend an average of \$30.00 per product with a large percentage being multi-buyers.

This list is ideal for credit card, financial, general merchandise, lottery, opportunity seeker, catalog, clubs and travel offers.

### Price:

Base – US\$175.00/M

### Selections:

Hotline – US\$10.00/M  
Gender – US\$10.00/M  
Geography – US\$10.00/M

### Delivery:

Email – US\$100.00/F

\*reduced pricing available on reciprocal\*

**\*\*All pricing will be at datacard rates, unless otherwise confirmed by Regency Direct Mail Ltd.\*\***

### Restrictions:

A sample must be provided. All rentals are for a one time use only. All rental use is at the discretion of the list owner. List Owner may request reciprocal rentals.

### Payment Terms:

Payment is due 30 days from invoice date. Full charges apply on orders cancelled after shipping. \*\*Orders that are cancelled after the ship date will have a US\$75.00/F cancellations fee, as well as email and selection charges.

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