



# REGENCY DIRECT MAIL LTD.

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## Horizon Communications Mail Order Buyers - Australia

### Counts:

May'08 Hotline – 1,045

The Horizon Communications MOB list consists of direct mail sold to individuals in over 100 countries who have purchased a variety of low to mid ticket items. Horizon's product line consists of inexpensive watches, diet products, costume jewelry, self-help books, household items, and more. All individuals have responded to an English language offer. The average order value is US\$125.

**\*\*SWEEPSTAKES SOLD\*\***

**Recommended for:** catalog, credit card, financial, general merchandise, lottery, opportunity seeker, self-help, sweepstakes, and travel offers.

### Price:

Base – US\$225.00/M

Hotline – +US\$25.00

### Selections:

Recency - US\$10.00/M

Gender - US\$10.00/M

Country - US\$10.00/M

Flagging - US\$15.00/M

Keycoding - US\$15.00/M

### Delivery:

Email - US\$100.00/F

**\*\*Orders that are cancelled after the ship date will have a US\$75.00/F cancellations fee, as well as email and selection charges.**

**\*\*Full charges will apply to orders that are cancelled after the mail date.**

### 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, unless otherwise stated at time of order. Orders cancelled after files have been processed will be charged a minimum US\$75.00 flat fee and any applicable processing charges. Full charges apply on orders cancelled after shipping.

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