



REGENCY DIRECT MAIL LTD.

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GWH Sweepstakes Buyers - New Zealand

Counts:

May'08 Hotline – 314

Buyers of merchandise incentive and sweepstakes sold buyers of various mid to low ticket merchandise such as jewelry and leather items. Individuals have responded to solo mail shots to purchase merchandise and enter a \$5000.00 cash sweepstakes. Average order value is approx. \$25.00 + optional insurance of \$2.00.

40% male, 60% female

Recommendations:

Ideal prospects for general merchandise, health, sweepstakes, astrology, and opportunity seeker offers.

Price:

Base – US\$200.00/M

Selections:

Hotline – US\$10.00/M

Gender – US\$10.00/M

Geography – US\$10.00 M

*minimum selection charge \$100.00

Delivery:

Email – US\$35.00/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. Full charges apply on orders cancelled after shipping.
