



REGENCY DIRECT MAIL LTD.

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ELG Lottery Players (IOPS) – South Africa

Counts:

May'08 Hotline – 1,450

This database consists of individuals who have responded to a variety of European lottery mailshots. All the contacts on this file have entered European lotteries by purchasing via mail order. After an initial spend of approximately \$35.00, they go onto spend an average, \$200.00 on a lottery entry.

The customer profile shows that this file is very responsive to both males (41%) and females (59%). Companies wishing to rent this list will need to offer the list owner a reciprocal rental arrangement. This file is updated on a quarterly basis.

Recommendations: Competition or mid-market/down-market mail order products.

Price:

Base - US \$225.00/M

Selections:

Recency - US \$10.00/M

Geographic - US \$10.00/M

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. List Owner may request premium pricing from direct competitors.

Payment Terms:

Payment is due 30 days from invoice date. Full charges apply on orders cancelled after shipping.