



REGENCY DIRECT MAIL LTD.

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Mad Money Sweepstakes Players – South Africa

Counts:

May'08 Hotline – 4,000

Financially driven individuals who have responded to a sweepstakes offer in hopes of winning a huge cash jackpot! The list is predominantly female, speak Afrikaans as their first language & English as the second language, and in the middle income market.

Recommended for: lottery, opportunity seekers and sweeps. Geographically, the responders are spread evenly throughout South Africa.

Price:

Base – US\$180.00/M

Selections:

Recency – US\$10.00/M

Delivery:

Email – US\$50.00/F

No drops allowed. List owner runs list through South African postal validation and verification system prior to shipping.

Mailer must provide 30 day payment guarantee from invoice date for all orders.

**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.
