



## Cool Surge Buyers



### PERSONNEL

#### List Manager

Universal Media Syndicate

3939 Everhard Rd NW, Canton, OH 44709

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URL: <http://www.universalmediasyndicate.com>

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### SUMMARY DESCRIPTION

Buyers of the Cool Surge portable air cooler.

Average unit of sale \$300.00.

### LIST SOURCE

Direct mail, Internet/online/website, Space ads

### SELECTIONS WITH COUNTS

Updated: June 3, 2010.

	Total Number	Price per/M
Total universe	54,546	100.00
Quarterly hotline	4,470	+10.00
Minimum order 5,000.		

### OTHER SELECTIONS

State, SCF, Zip 5.00/M extra; key coding 2.00/M extra; multi-buyers 10.00/M extra; phones \$300/m.

### COMMISSION, CREDIT POLICY

20% commission to recognized brokers. Cancel charges: All cancelled orders, whether run or not, will be subject to a 100.00 cancellation fee plus 8.00/m run charges and any applicable shipping & material fees. All orders cancelled after mail date or merge purge will be billed at full rental price.

### METHOD OF ADDRESSING

e-mail, 50.00 fee; FTP, 50.00 fee.

### RESTRICTIONS

Sample mailing piece required.