



Cool Surge Buyers



PERSONNEL

List Manager

Universal Media Syndicate

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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: November 2, 2011

	Total Number	Price per/M
Total universe	112,043	100.00
Phones	58,166	300.00
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.