



World Reserve Monetary Exchange



PERSONNEL

List Manager

Universal Media Syndicate

3939 Everhard Rd NW, Canton, OH 44709

Phone: 330-966-9000, Fax: 330-244-7060

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

Key Contact: Steve Incorvati, Phone: 330-966-9000 x 8251

E-mail: sincorvati@uni-syn.com

SUMMARY DESCRIPTION

Buyers of a variety of coins and currency.

57% male, 43% female.

Average unit of sale \$145.00.

LIST SOURCE

Direct mail, Internet/online/website, Space ads

SELECTIONS WITH COUNTS

Updated: Nov 2, 2011

	Total Number	Price per/M
Total universe	2,472,342	100.00
Phones	1,500,601	300.00
Monthly hotline	14,896	+10.00
Coin	1,387,518	+10.00
Currency	784,674	+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.