



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>

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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: June 3, 2010.

	Total Number	Price per/M
Total universe	1,953,990	100.00
Monthly hotline	32,448	+10.00
Coin	1,450,934	+10.00
Currency	663,691	+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.