



## Canada - Direct Mail Promotion *Shoppers & Responders*

*This database consists of* individuals who positively respond to direct marketing promotions, purchasing from an exhaustive array of consumer products and services, offered via mail, e-mail, telephone and fax.

*Sourced from* direct mail / response.

### SEGMENTS

40,132	Mailing List	\$125/M***
21,730	Telemarketing List	\$125/M***
12,074	Fax List	\$125/M***
Please inquire	Email List ***	\$125/M***

\*\*\* Canadian & US Brokers only

### GEOGRAPHY

Canada

### MINIMUM ORDER

Quantity: 5,000

### METHOD OF ADDRESSING

Email Delivery *FREE of charge to mail house*  
Floppy disc 15.00/F each  
CD-ROM 50.00/F each  
Labels 15.00 / M  
Courier charges: at cost, Key Coding available

### RECOMMENDED USAGE

Business and consumer publications, insurance, investments, credit cards, seminars, videos, computer software/hardware, travel, consumer catalogs and telecommunications equipment.

### SELECTS

Zip/Postal Code, Job Function / Title, SIC, Monthly Income, Gender, Language, Recency 0-9, 10-15 month, Address: private / business  
Category of DM Promotion / Offer

All Selects: *FREE of charge*

### UPDATE FREQUENCY

Every 3 months. Guaranteed 92% deliverable. Refund limited to postage refunded up to minimum bulk rate on undeliverable mail in excess of 8%.

### DELIVERY

2 business days after receipt of payment

### COMMISSION

Broker: 20%  
Agency: 15%

### UNIT OF SALE

\$50 - \$ 4,000

### SAMPLE REQUIRED



**Individuals shopped for and/or responded positively to offers for:**

Conferences  
Daily / weekly Newspapers  
Donations to charity organizations  
Fashion accessories  
General Financial Issues (savings, stock market)  
Health and beauty products  
Insurance  
Investment  
IT products hardware / software  
Jewelry (necklaces, bracelets, rings, earrings)  
Literature  
Lotteries and Sweepstakes  
Memberships associations and clubs  
Newsletters  
Periodicals  
Seminars  
Tickets for cultural and sport events  
Travel or holiday packages (business & pleasure)  
Workshops

**Business addresses are selectable by Job Title**

Chairman, President, Managing Director, Vice President  
COO, CFO, CIO, Director, Vice President  
General Manager, Senior Executive  
Professional

*These executives and professionals have been standardized on the American model for selection purposes while actual title is provided on the mailing record.*

**Business addresses are selectable by SIC Codes**

Agriculture (0100-0999)  
Mining (1000-1499)  
Construction (1500-1999)  
Manufacturing (2000-3999)  
Transportation (40-4799, 49-4999)  
Wholesale (5000-5299)  
Retail (5300-5899)  
Financial (60-6299, 66-6999)  
Real estate (6500-6599)  
Bus. & Pro's (7000-8999)  
Government (9000-98999)  
Miscellaneous (9900-9999)

\*\*\* All processing must be conducted by the list owner . Transmission report will be supplied after Email blast.  
Mailers suppression files will be used free of charge.