

CLEAR & SMOOTH24

16,000 12/09 BUYERS \$100/M
176,000 2009 BUYERS \$100/M
192,000 2008 BUYERS \$100/M
158,000 2007 BUYERS \$100/M
162,000 2006 BUYERS \$95/M

SUMMARY: INDIVIDUALS HAVE RESPONDED TO RADIO AND TV SPOTS TO PURCHASE AN ANTI-AGING PRODUCT, CLEAR & SMOOTH24 AT AN AVERAGE COST OF \$39.95. A MAJORITY OF THIS PREDOMINANTLY FEMALE FILE HAS PAID BY CREDIT CARD. THESE RESPONSIVE AND HEALTH CONSCIOUS WOMEN ARE AN EXCELLENT AUDIENCE FOR ALL HEALTH & BEAUTY AID OFFERS AS WELL AS GENERAL MERCHANDISE, TRAVEL, INSURANCE AND MORE.

DEMOGRAPHICS: MOSTLY FEMALE

AVG UNIT/SALE: \$39.95

SOURCE: 85% RADIO
15% TV

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

CLEARSMAM

JANUARY 2010

MATERIAL:
E-MAIL \$60.00/F

SELECTIONS:
STATE/SCF \$7.00/M
ZIP \$7.00/M
SEX \$7.00/M
SPLIT \$7.00/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000