

HEALTH BOOST POTENCY

10,000 12/09 BUYERS \$100/M
110,000 2009 BUYERS \$100/M
120,000 2008 BUYERS \$100/M
136,000 2007 BUYERS \$100/M

SUMMARY: HEALTH BOOST IS A PURE, NATURAL SEXUAL STIMULANT THAT REFRESHES THE BODY, RELIEVES FATIGUE AND STIMULATES SEXUAL ACTIVITY. BUYERS HAVE RESPONDED TO RADIO SPOTS THROUGHOUT THE COUNTRY AND HAVE SPENT AN AVERAGE OF \$39.99 PER ORDER. MOST HAVE PAID BY A MAJOR BANK CREDIT CARD.

DEMOGRAPHICS: 90% MALE
10% FEMALE
AGE 45+
INCOME \$40M+

AVG UNIT/SALE: \$39.99

SOURCE: 100% RADIO

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.

HLTHBOOSTM

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