

**PUZZLE MANIACS**

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60,000	12/06 BUYERS	\$85/M
931,000	2006 BUYERS	\$85/M
1,209,000	2005 BUYERS	\$85/M
1,071,000	2004 BUYERS	\$85/M
1,179,000	2003 BUYERS	\$85/M
787,000	2002 BUYERS	\$85/M
	TELEMARKETING	\$200/M

SUMMARY: THESE CONTEST ENTHUSIASTS HAVE ENTERED A 12 TIER PUZZLE PROGRAM TO WIN A VARIETY OF CASH, PRIZES AND MERCHANDISE. EACH TIME THEY ENTER, CONTESTANTS PAY BETWEEN \$4.95 AND \$9.95 TO REGISTER. APPROXIMATELY 90% OF THE FILE HAS A MAJOR BANK CREDIT CARD. TELEPHONE NUMBERS ARE ALSO AVAILABLE FOR TELEMARKETING. THIS SUPER RESPONSIVE FILE IS A MUST TEST FOR ALL PROMOTIONAL OFFERS AS WELL AS TRAVEL, MAGAZINE, INSURANCE, ASTROLOGY, GENERAL MERCHANDISE AND MORE!

DEMOGRAPHICS: 60% MALE  
40% FEMALE

AVG UNIT/SALE: \$4.95-\$9.95

PAYMENT TYPE: 90% CREDIT CARD

SOURCE: 100% DIRECT MAIL

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.

**PUZZLEM**

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JANUARY 2007

MATERIAL:  
E-MAIL \$50.00/F

SELECTIONS:  
STATE/SCF \$7/M  
  
ZIP \$7/M  
  
SEX \$7/M  
  
SPLIT \$7/M

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000