

**SWEEPS, BARGAINS & FREEBIES**

---

1,147,000 5/06 INQUIRES \$85/M  
6,764,000 2006 INQUIRES \$85/M  
4,549,000 2005 INQUIRES \$85/M

SUMMARY: A MAJOR INTERNET PLAYER HAS OVER A HALF DOZEN WEBSITES PROMOTING CONTESTS, SWEEPSTAKES AND FREE OFFERS. THIS FILE IS AVAILABLE MONTHLY AND OVERLAYED WITH A WEALTH OF DATA INCLUDING: EXACT AGE, INCOME, PRESENCE OF CHILDREN, HOME OFFICE, DWELLING TYPE, CREDIT CD, DONORS & ETHNIC/RELIGION. THESE RESPONSIVE MEN & WOMEN MAKE EXCELLENT PROSPECTS FOR ALL PROMOTIONAL OFFERS, CATALOGS & GENERAL MERCHANDISE, CREDIT CDS, FUNDRAISING & MORE.

INCOME: EXACT AGE:  
578M UNDER \$50M 82M 25-34  
328M \$50M-\$99M 105M 35-44  
101M \$100M-\$149M 102M 45-54  
35M \$150M+ 61M 55-64  
36M 65+

PRESENCE OF CHILDREN: ETHNIC/RELIGIOUS:  
36M AGE 0-2 52M HISPANIC  
57M 3-5 170M CATHOLIC  
67M 6-10 355M PROTESTANT  
94M 11-15 17M JEWISH  
53M AFRICAN AMERICAN

INTERESTS/LIFESTYLES: CREDIT CARDS:  
112M OWN A DOG 291M BANK CARDS  
81M OWN A CAT 5M NO CREDIT CARDS  
45M WINE  
69M BIBLE/DEVOTIONAL READING  
57M GOURMENT COOKING  
215M DONORS  
26M VETERAN'S DONORS  
43M WILDLIFE/ENVIRONMENTAL DONORS  
382M CATALOG BUYERS  
101M INTERNET BUYERS  
111M GARDENING  
82M WEIGHT CONTROL/DIETING

DEMOGRAPHICS: 46% MALE  
38% FEMALE  
16% UNKNOWN

SOURCE: 100% INTERNET

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.

**SWEEPBAR**

---

JUNE 2006

MATERIAL:  
E-MAIL \$50/F

SELECTIONS:  
STATE/SCF \$6/M

ZIP \$6/M

SEX \$6/M

INCOME \$10/M

AGE \$10/M

CREDIT CD \$10/M

ETHNIC \$10/M

RELIGION \$10/M

INTERESTS \$10/M

LIFESTYLE \$10/M

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000