

Craftmatic Adjustable Bed Responders

Respondants to various direct mail campaigns for offers of free information on the benefits of owning a Craftmatic® Adjustable Bed. These beds are designed for ease of use, and provide comfort as well as therapeutic benefits through massage and heat control options. They appeal to individuals with back ailments, arthritis and other conditions who are trying to improve the quality of their rest and sleep time.

Craftmatic® lists have been on the market for years in other parts of the world and they have a track record of working particularly well for offers such as sweepstakes and prize draws, household goods, health products, home entertainment, collectibles, charitable giving, financial services.

The list is updated on a monthly basis. All verification is done by telephone.

The list is ideal for any offers that appeal to the 40+ market segment

::Quantity 66,000

::Selections State
Postcode
Gender

::Pricing

Rental Mailing: \$300.00 per 1000 records
Telemarketing Data:
Telemarketing Data: \$325.00 per 1000 records

Set Up Fee \$300.00

Delivery Fee \$25.00

::Minimum Order 5000 records

::Deliverability 95%

::Lead Time 5 days

::Notes

Extra Selection Costs;
State, Postcode, Gender; \$10.00 per 1000 records
Key Coding; \$3.00 per 1000 records
Email Broadcast; \$60.00
Email Delivery fee; \$60.00
Recency \$25/m
Net 100% net name

::Terms & Conditions

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

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