

Extra Film

Extra Film is a direct mail photo processing company. They offer a wide variety of photo development and reprint options including replacement film, photo albums and the options to have photos downloaded to disk or CD ROM.

All customers are given a secure password so they can access their photos on the ExtraFilm website. This allows them to provide hyperlinks to particular photos in email messages or websites so they can be shared with friends. Approximately 50% of the file have emails and 30% have purchased on disk/CD ROM.

All Customers are proven mail order responsive and are given the chance to opt-out of 3rd party mailings. All records have purchased since April '00 with an average purchase of \$22.00 and average frequency of 2 - 3 months. 54% of the file has paid by credit card, 6.4% by mail order, 38.8% by cheque and less than 1% cash.

All records are fully personalised including titles. 28% of the file is males and 72% females.

::Quantity 179137

::Selections State
Postcode
Gender
Method of Payment
Email Customers
CD-ROM/Disk Customers

::Pricing

Rental Mailing: \$225.00 per 1000 records
Set Up Fee \$300.00
Delivery Fee \$25.00

::Minimum Order 5000 records

::Deliverability 95%

::Lead Time 5 days

::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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