



data  
that  
delivers

Call us weekdays 8<sup>00</sup> - 16<sup>00</sup>

+61 2 8064 7276

## Scent of a Winner - Sweepstakes Entrants

This list is made up of individuals who have entered into a time sensitive sweepstakes, offering a US\$25,000 grand prize but have not purchased from the accompanying catalogue offering perfume and cosmetic merchandise.

The list is made up of 90% females and 10% males. All records are at home address. This file is 100% direct mail responsive.

There are 61004 records generated in 2000 and 56963 records in 1999

Recommended Usage: Sweepstakes, lottery, good luck and self improvement offers, astrology, health, general merchandise, puzzle offers, contest offers and more.

LIST DETAILS	
Quantity	117967 (AUS) 26366 (NZ)
Selections	Postal Code per 1000: \$10 Hotline per 1000: \$15 Gender per 1000: \$15 Keycoding per 1000: \$10
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 working days
Notes	Extra Selection Costs; State/Postcode/Gender = US\$5.00 per 1000 records Recency = US\$10.00 per 1000 records  Hirers are required to include record number identifier on the mailing piece as first line of address in reduce font. This will facilitate dead mail updating by the list owner.
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.

**The List Group** - Direct Marketing List Management & Brokerage

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