
LIST SERVICE DIRECT INC.

Two Christie Heights Street, Leonia, NJ 07605 (201) 585-1447 (800) 371-5487 FAX: (201) 585-1732
E-Mail: info@listservicedirect.com Visit us on the web at www.listservicedirect.com

"C" NO WRINKLES

TOTAL FILE: 3,099,027
MONTHLY HOTLINE: 137,098

BASE PRICE: \$65/M

This file is comprised of women, age 40+ who have purchased various beauty creams, lotions, beauty supplies, hair products and designer accessories and clothing through the mail during the previous 12 months using a credit card. These women take tremendous pride in their appearance and they are the perfect audience for fashion, cosmetic, beauty and credit card offers.

SELECTIONS:

Hotline:	\$10/M
Geography:	\$5/M
Income:	\$5/M
Age:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Donor:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Children:	\$5/M
Telephones:	\$25/M

FORMAT:

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
Mag Tape/ IBM 3480 Cartridge:	\$25 Flat
CD-ROM/Zip Tape/ Diskette/E-Mail:	\$35 Flat

CANCELLATION POLICY:

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

Minimum Order: 5,000

UPDATE CYCLE:

NCOA'd quarterly, new names added monthly.