

## Cash & Prize UK Sweeps No's

**Average monthly hotline** **1,000**  
**Universe** **481,131 / \$130.00/M**

This is a monthly hotline file of Cash Claim enthusiasts who have submitted their name and address in hopes of claiming a cash award. Cash claim prizes include cars, electronics, elegant jewellery settings and a special shopping voucher premium good for extraordinary savings and discounts. Entrants have made sure that their claim form had been submitted before a strident deadline.

### Prices are quoted in US Dollar

1. Rental forms must be completed for each new mailer requesting approval on list rental orders. Copying of the list is forbidden. List is seeded to detect unauthorized use. All rentals are for a one time use only. A full sample mailing piece must be provided.
2. Payment is due 30 days from mail date, unless otherwise stated at time of your order. Prepayment required for all new mailers. Orders cancelled after files have been processed will be charged a minimum \$75.00 flat fee and any applicable processing charges. Orders cancelled after mail date requires payment in full.
3. Recognized List Brokers will receive reciprocal commissions up to 20%, at time of payment. Any deductions made must have prior approval.
4. JR Direct is acting as an agent and cannot guarantee your results. Pricing, currency and counts subject to change without notice. Taxes extra where applicable.
5. Please allow up to 7 business days for list owner approval and data processing.

Contact the following Account Executive for further assistance:

Natasha Burbidge                      natashaburbidge@jrdirect.com  
Tel +1 604 940 0277                      (ext 114)

## ► Exclusive!

UNITED KINGDOM

**Date Recommended:** 4/20/10

**Recommended By:**

Natasha Burbidge  
natashaburbidge@jrdirect.com

**Datacard updated:** 4/20/2010

**Update Frequency:** Monthly

**Gender:**

40% Males  
30% Females

**Source:**

100% Direct Mail

**Selections:**

Hotline	\$10.00 / M
Keycoding	\$2.00 / M
Gender	\$5.00 / M

**Addressing:**

Run Charge	\$5.00 / M
E-Mail	\$35.00 / F

**Minimum Order:**

5,000 records

**Sample required**

Members of: ADMA, BCAIM, CMA,  
DMA, DMAI, FEDMA